



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 2013 to 2016, the region can expect the total population to change by 114,740 persons, or 1.15%. The age groups with the highest growth are:

Age Group	Change in Persons
65 to 69 years	60786
25 to 29 years	43384
70 to 74 years	34682
60 to 64 years	31399
55 to 59 years	27849

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

Group	Change in Persons
White, Hispanic	95438
Asian, Non-Hispanic	36883
American Indian or Alaskan Native, Hispanic	13189

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 2013 to 2016:

- Private Households
- Full-Service Restaurants
- Other Scientific and Technical Consulting Services
- Limited-Service Eating Places
- All Other Personal Services
- Janitorial Services
- Lessors of Residential Buildings and Dwellings
- Home Health Care Services
- Offices of Physicians
- General Medical and Surgical Hospitals (Private)

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.

- Maids and Housekeeping Cleaners
- Personal Care Aides
- Combined Food Preparation and Serving Workers, Including Fast Food
- Childcare Workers
- Waiters and Waitresses
- Real Estate Sales Agents
- Registered Nurses
- Home Health Aides
- Janitors and Cleaners, Except Maids and Housekeeping Cleaners
- Nonfarm Animal Caretakers

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
- Registered Nurses
- Securities, Commodities, and Financial Services Sales Agents
- Nursing Aides, Orderlies, and Attendants
- Property, Real Estate, and Community Association Managers
- Hairdressers, Hairstylists, and Cosmetologists
- Cooks, Restaurant
- Real Estate Brokers
- Managers, All Other

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.

	2013 Total	2016 Total	Change	% Change
Region	9,969,951	10,084,690	114,739	1%
State	38,389,747	39,258,444	868,697	2%

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
2013	2,271,356	9,127,431	23%	24%	26%
2016	2,442,005	9,874,525	24%	25%	28%

CHANGE BY RACE, 2013 – 2016

Race/Ethnicity	2013 Total	Region Change	State Change	Nation Change
White, Non-Hispanic	2,678,608	-2%	-1%	0%
Black, Non-Hispanic	805,294	-2%	0%	2%
American Indian or Alaskan Native, Non-Hispanic	18,791	-5%	-1%	2%
Asian, Non-Hispanic	1,380,517	3%	5%	6%
Native Hawaiian or Pacific Islander, Non-Hispanic	23,553	0%	4%	6%
Two or More Races, Non-Hispanic	196,460	7%	7%	9%
White, Hispanic	4,441,733	2%	4%	6%
Black, Hispanic	104,513	7%	10%	9%
American Indian or Alaskan Native, Hispanic	141,934	9%	11%	12%
Asian, Hispanic	64,429	10%	11%	11%
Native Hawaiian or Pacific Islander, Hispanic	14,664	7%	9%	9%
Two or More Races, Hispanic	99,456	12%	13%	13%

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	2013 LQ (State)
25 to 29 years	1.06
40 to 44 years	1.05
35 to 39 years	1.05
30 to 34 years	1.04
20 to 24 years	1.03

Above-average presence compared to nation:

Age	2013 LQ (Nation)
25 to 29 years	1.15
35 to 39 years	1.11
20 to 24 years	1.11
40 to 44 years	1.10
30 to 34 years	1.09

RACE/ETHNICITY GROUPS

Above-average presence compared to state:

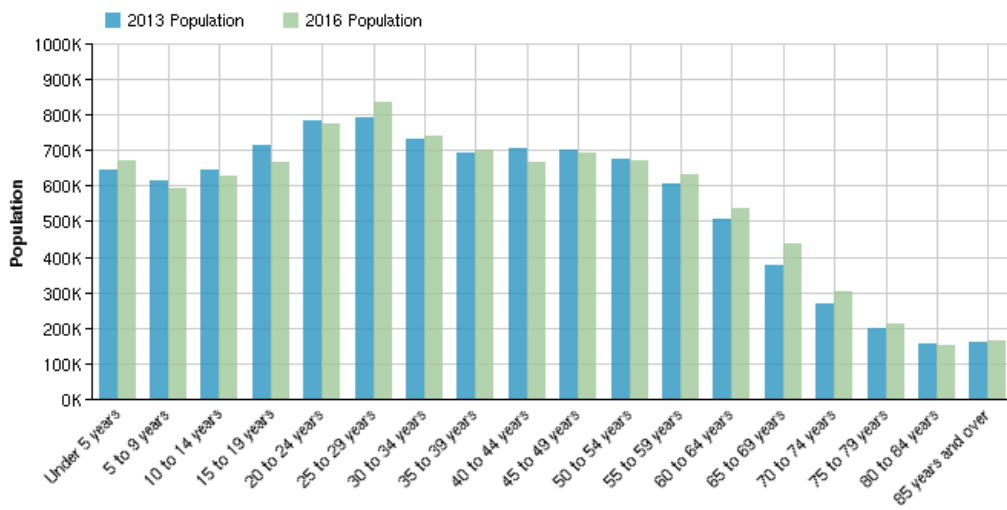
Group	2013 LQ (State)
Black, Non-Hispanic	1.41
White, Hispanic	1.28
Black, Hispanic	1.19

Above-average presence compared to nation:

Group	2013 LQ (Nation)
Asian, Hispanic	3.59
White, Hispanic	2.92
Asian, Non-Hispanic	2.76

POPULATION: DETAILED DATA

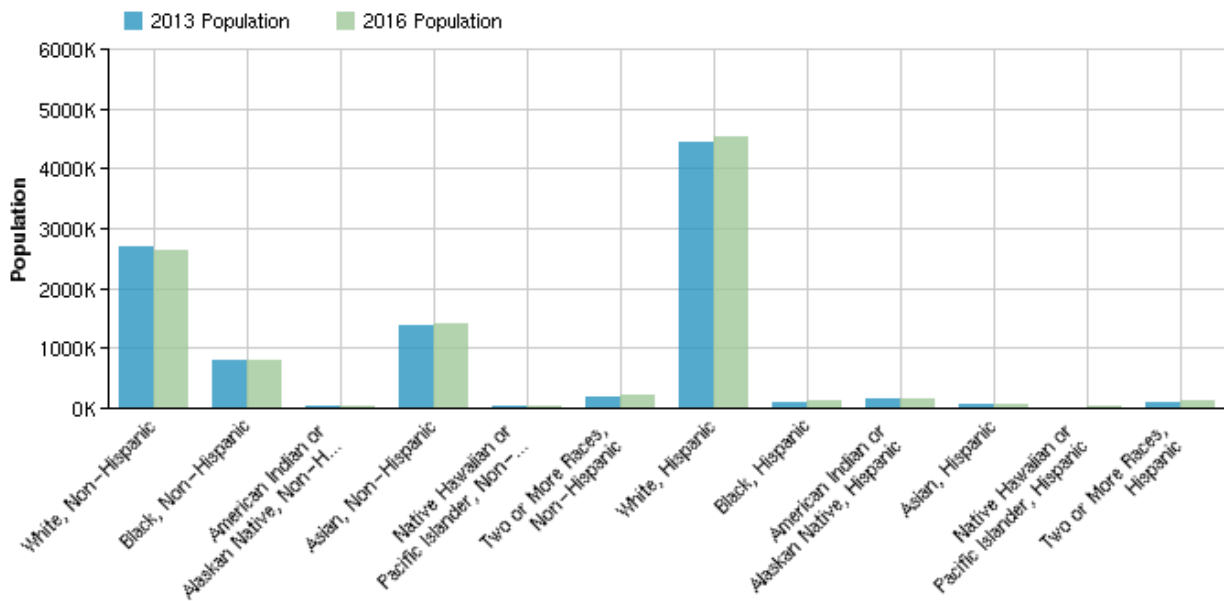
Population by Age Details



Age	2013 Population	2016 Population	Change	Change %	2013 LQ (State)	2013 LQ (Nation)
Under 5 years	647,163	672,044	24,881	4%	0.97	1.01
5 to 9 years	614,573	593,170	-21,403	-3%	0.94	0.95
10 to 14 years	645,634	629,466	-16,168	-3%	0.96	0.98
15 to 19 years	714,147	667,245	-46,902	-7%	1.01	1.06
20 to 24 years	783,001	772,766	-10,235	-1%	1.03	1.11
25 to 29 years	791,914	835,298	43,384	5%	1.06	1.15
30 to 34 years	730,297	738,724	8,427	1%	1.04	1.09
35 to 39 years	690,606	699,249	8,643	1%	1.05	1.11
40 to 44 years	704,214	668,259	-35,955	-5%	1.05	1.10
45 to 49 years	700,169	694,463	-5,706	-1%	1.02	1.02
50 to 54 years	676,875	672,000	-4,875	-1%	0.99	0.95
55 to 59 years	604,873	632,722	27,849	5%	0.98	0.91
60 to 64 years	507,300	538,699	31,399	6%	0.94	0.85
65 to 69 years	374,779	435,565	60,786	16%	0.94	0.83
70 to 74 years	269,175	303,857	34,682	13%	0.95	0.83
75 to 79 years	198,874	213,875	15,001	8%	0.96	0.84
80 to 84 years	154,736	151,959	-2,777	-2%	0.97	0.85
85 years and over	161,619	165,328	3,709	2%	0.97	0.89
Total	9,969,951	10,084,690	114,739	1%		

Source: EMSI Complete Employment - 2013.2.

Population by Race/Ethnicity Details



Race/Ethnicity	2013 Population	2016 Population	Change	Change %	2013 LQ (State)	2013 LQ (Nation)
White, Non-Hispanic	2,678,608	2,623,551	-55,057	-2%	0.70	0.43
Black, Non-Hispanic	805,294	790,597	-14,697	-2%	1.41	0.66
American Indian or Alaskan Native, Non-Hispanic	18,791	17,788	-1,003	-5%	0.44	0.26
Asian, Non-Hispanic	1,380,517	1,417,400	36,883	3%	1.04	2.76
Native Hawaiian or Pacific Islander, Non-Hispanic	23,553	23,650	97	0%	0.65	1.40
Two or More Races, Non-Hispanic	196,460	209,261	12,801	7%	0.75	0.99
White, Hispanic	4,441,733	4,537,171	95,438	2%	1.28	2.92
Black, Hispanic	104,513	112,190	7,677	7%	1.19	1.27
American Indian or Alaskan Native, Hispanic	141,934	155,123	13,189	9%	1.04	2.63
Asian, Hispanic	64,429	70,691	6,262	10%	0.98	3.59
Native Hawaiian or Pacific Islander, Hispanic	14,664	15,715	1,051	7%	1.04	2.34
Two or More Races, Hispanic	99,456	111,553	12,097	12%	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	26.0%	20.9%	15.8%
High School Diploma or Some College	39.0%	42.1%	48.8%
College Degree	34.9%	37.0%	35.4%

Educational Attainment Totals, Detail

Educational Level	2013 Total (age 25+)	% of Region (age 25+)	% of State (age 25+)	% of Nation (age 25+)
Less Than 9th Grade	776,838	11.8%	8.9%	4.8%
9th Grade to 12th Grade	933,097	14.2%	12.0%	11.0%
High School Diploma	1,294,857	19.7%	20.3%	27.9%
Some College	1,266,862	19.3%	21.8%	20.9%
Associate's Degree	435,710	6.6%	7.5%	7.5%
Bachelor's Degree	1,224,024	18.6%	18.8%	17.6%
Graduate Degree and Higher	634,043	9.7%	10.6%	10.3%
	6,565,432	100%	100%	100%

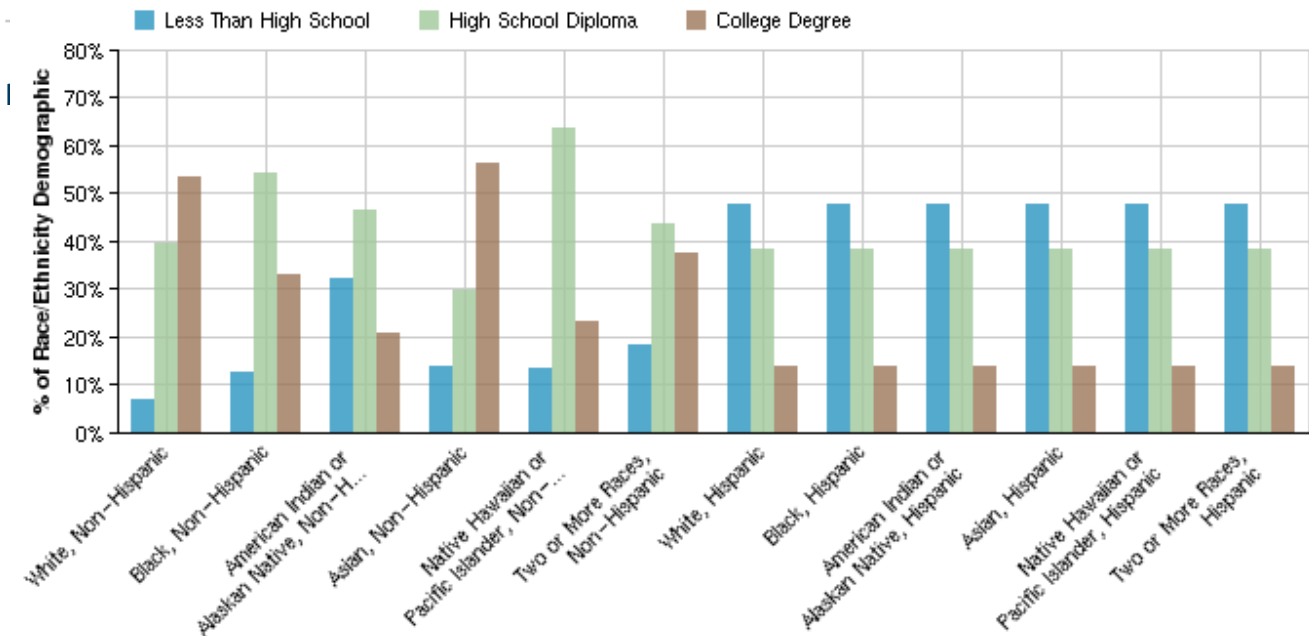
Source: EMSI Complete Employment - 2013.2.

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	5.6	14.2
Black, Non-Hispanic	1.0	7.4
American Indian or Alaskan Native, Non-Hispanic	0.7	0.1
Asian, Non-Hispanic	0.2	-0.7
Native Hawaiian or Pacific Islander, Non-Hispanic	-2.3	-1.1
Two or More Races, Non-Hispanic	0.3	3.6
White, Hispanic	-1.2	-4.1
Black, Hispanic	-1.8	-5.9
American Indian or Alaskan Native, Hispanic	-1.3	-3.1
Asian, Hispanic	-2.2	-4.5
Native Hawaiian or Pacific Islander, Hispanic	-2.0	-4.1



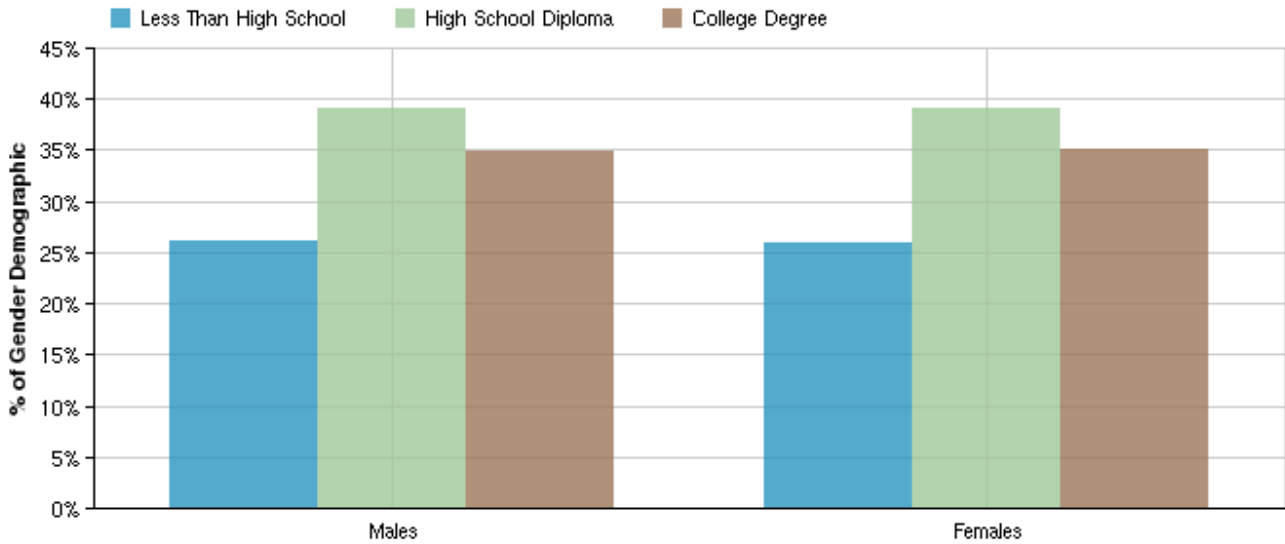
Race/Ethnicity	2013 Persons (age 25+)	Less Than High School	HS Diploma or Some College	College Degree
White, Non-Hispanic	2,069,275	142,514	821,183	1,105,579
Black, Non-Hispanic	549,043	70,028	298,156	180,860
American Indian or Alaskan Native, Non-Hispanic	13,619	4,417	6,364	2,838
Asian, Non-Hispanic	1,032,728	143,621	309,153	579,954
Native Hawaiian or Pacific Islander, Non-Hispanic	15,017	1,994	9,546	3,477
Two or More Races, Non-Hispanic	97,949	18,038	42,943	36,969
White, Hispanic	2,567,682	1,224,360	989,544	353,778
Black, Hispanic	52,056	24,805	20,058	7,193
American Indian or Alaskan Native, Hispanic	81,773	39,019	31,520	11,234
Asian, Hispanic	32,843	15,659	12,657	4,527
Native Hawaiian or Pacific Islander, Hispanic	7,696	3,670	2,966	1,059
Two or More Races, Hispanic	45,751	21,811	17,631	6,309
	6,565,432	1,709,935	2,561,719	2,293,777

Source: EMSI Complete Employment - 2013.2.

Educational Attainment by Gender

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

	2013 Total (age 25+)	Less Than High School	High School Diploma	College Degree
Males	3,177,570	26.2%	39.0%	34.8%
Females	3,387,861	25.9%	39.0%	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

- Private Households
- Full-Service Restaurants
- Other Scientific and Technical Consulting Services
- Limited-Service Eating Places
- All Other Personal Services

Concentrated Industries

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

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

Competitive Industries

These industries are outperforming national trends:

- Unclassified Industry
- Employment Placement Agencies and Executive Search Services
- All Other Personal Services
- Residential Building Construction
- Supermarkets and Other Grocery (except Convenience) Stores

Critical Occupations in High-Growth Industries

Private Households:

- Childcare Workers
- Maids and Housekeeping Cleaners
- Personal Care Aides
- Home Health Aides
- Nursing Aides, Orderlies, and Attendants

Full-Service Restaurants:

- Waiters and Waitresses
- Cooks, Restaurant
- Food Preparation Workers
- Dishwashers
- First-Line Supervisors of Food Preparation and Serving Workers

Other Scientific and Technical Consulting Services:

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

Limited-Service Eating Places:

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

All Other Personal Services:

- Nonfarm Animal Caretakers
- Personal Care and Service Workers, All Other
- Animal Trainers
- Managers, All Other
- First-Line Supervisors of Personal Service Workers

REGIONAL INDUSTRIES: DETAILED DATA

Industry Sectors, Region and State, 2013 – 2016

The following table summarizes the region's economy in comparison to the state's. Broad industry sectors are sorted by total 2013 jobs.

NAICS Code	Description	REGION					STATE				
		2013 Jobs	2016 Jobs	Change	% Change	EPW	State 2013	State 2016	State % Change	State EPW	
90	Government	571,942	572,920	978	0%	\$76,829	2,603,117	2,628,049	1%	\$72,949	
62	Health Care and Social Assistance	554,431	598,105	43,674	8%	\$56,677	1,952,127	2,112,653	8%	\$59,978	
44-45	Retail Trade	492,336	503,879	11,543	2%	\$35,385	1,907,312	1,960,516	3%	\$35,822	
81	Other Services (except Public Administration)	483,763	514,564	30,801	6%	\$21,991	1,484,262	1,581,854	7%	\$23,894	
54	Professional, Scientific, and Technical Services	454,613	471,376	16,763	4%	\$75,995	1,862,874	1,982,147	6%	\$81,787	
72	Accommodation and Food Services	385,402	406,314	20,912	5%	\$22,992	1,463,632	1,559,737	7%	\$22,834	
31-33	Manufacturing	385,401	340,962	-44,439	-12%	\$73,357	1,332,454	1,258,731	-6%	\$93,576	
56	Administrative and Support and Waste Management and Remediation Services	375,889	388,696	12,807	3%	\$35,202	1,371,877	1,441,013	5%	\$37,682	
53	Real Estate and Rental and Leasing	300,142	318,357	18,215	6%	\$37,875	1,107,973	1,175,178	6%	\$33,216	
52	Finance and Insurance	276,305	296,754	20,449	7%	\$85,424	1,067,021	1,155,145	8%	\$83,093	
42	Wholesale Trade	242,538	249,306	6,768	3%	\$64,719	772,781	811,534	5%	\$74,904	
51	Information	232,222	231,901	-321	0%	\$107,207	525,563	525,292	0%	\$114,399	
23	Construction	202,559	203,502	943	0%	\$48,756	947,252	943,199	0%	\$55,268	
71	Arts, Entertainment, and Recreation	200,878	209,617	8,739	4%	\$58,475	587,787	618,790	5%	\$38,155	
48-49	Transportation and Warehousing	197,325	200,559	3,234	2%	\$54,194	609,815	633,495	4%	\$51,193	
61	Educational Services (Private)	168,141	184,664	16,523	10%	\$42,615	504,478	559,903	11%	\$38,857	
55	Management of Companies and Enterprises	60,262	54,780	-5,482	-9%	\$110,063	220,165	211,297	-4%	\$114,051	
99	Unclassified Industry	21,456	25,085	3,629	17%	\$80,591	74,046	80,344	9%	\$75,630	
21	Mining, Quarrying, and Oil and Gas Extraction	18,246	22,523	4,277	23%	\$56,486	71,071	83,295	17%	\$73,795	
22	Utilities	12,949	13,114	165	1%	\$136,468	62,853	63,230	1%	\$144,013	
11	Agriculture, Forestry, Fishing and Hunting	8,539	8,079	-460	-5%	\$34,213	501,146	507,666	1%	\$32,079	
		5,645,339	5,815,057	169,718	3%	\$55,769	21,029,608	21,893,068	4%	\$57,209	

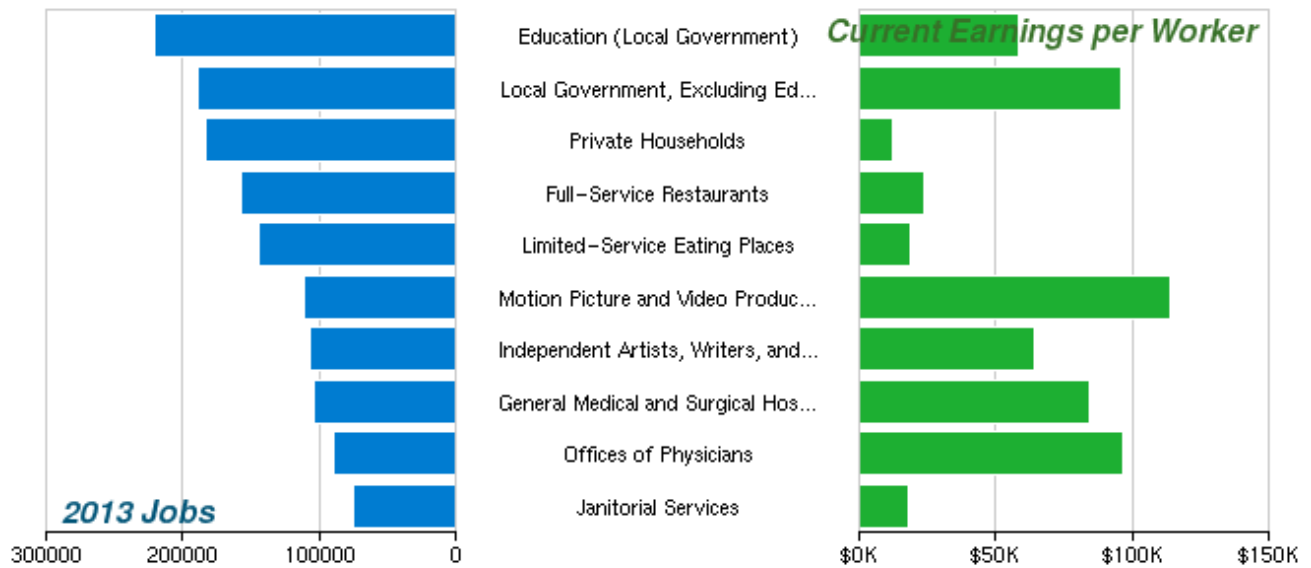
Source: EMSI Complete Employment - 2013.2.

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, 2013

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

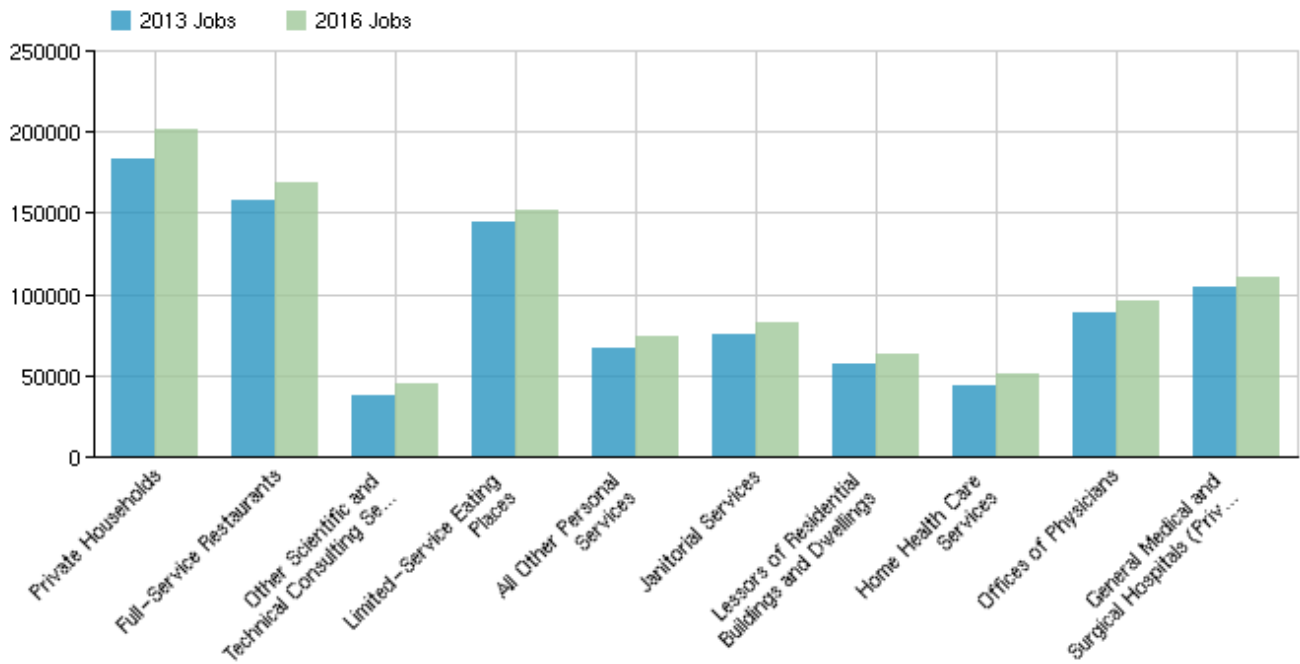


NAICS Code	Description	2013 Jobs	2016 Jobs	Change	% Change	Current EPW
90361	Education (Local Government)	220,128	220,903	775	0%	\$58,062
90399	Local Government, Excluding Education and Hospitals	188,537	189,577	1,040	1%	\$95,732
81411	Private Households	182,741	201,424	18,683	10%	\$11,988
72211	Full-Service Restaurants	157,701	168,133	10,432	7%	\$23,570
72221	Limited-Service Eating Places	143,826	151,561	7,735	5%	\$18,973
51211	Motion Picture and Video Production	111,605	114,742	3,137	3%	\$113,647
71151	Independent Artists, Writers, and Performers	106,941	111,770	4,829	5%	\$63,852
62211	General Medical and Surgical Hospitals (Private)	104,384	110,082	5,698	5%	\$84,195
62111	Offices of Physicians	88,973	95,646	6,673	8%	\$96,933
56172	Janitorial Services	75,024	82,038	7,014	9%	\$18,214
53121	Offices of Real Estate Agents and Brokers	74,475	74,914	439	1%	\$21,107
44511	Supermarkets and Other Grocery (except Convenience) Stores	74,142	78,353	4,211	6%	\$34,540
56132	Temporary Help Services	69,515	69,558	43	0%	\$32,846
54121	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	66,535	64,691	-1,844	-3%	\$68,074
81299	All Other Personal Services	66,491	73,603	7,112	11%	\$21,799
61131	Colleges, Universities, and Professional Schools (Private)	66,301	71,989	5,688	9%	\$55,567
62441	Child Day Care Services	62,543	65,838	3,295	5%	\$17,476
54111	Offices of Lawyers	61,650	62,727	1,077	2%	\$111,948
55111	Management of Companies and Enterprises	60,262	54,780	-5,482	-9%	\$110,063
53111	Lessors of Residential Buildings and Dwellings	56,479	63,454	6,975	12%	\$34,067

Source: EMSI Complete Employment - 2013.2.

Highest Growth Regional Industries, 2013 – 2016

These industries are projected to add the most total jobs.



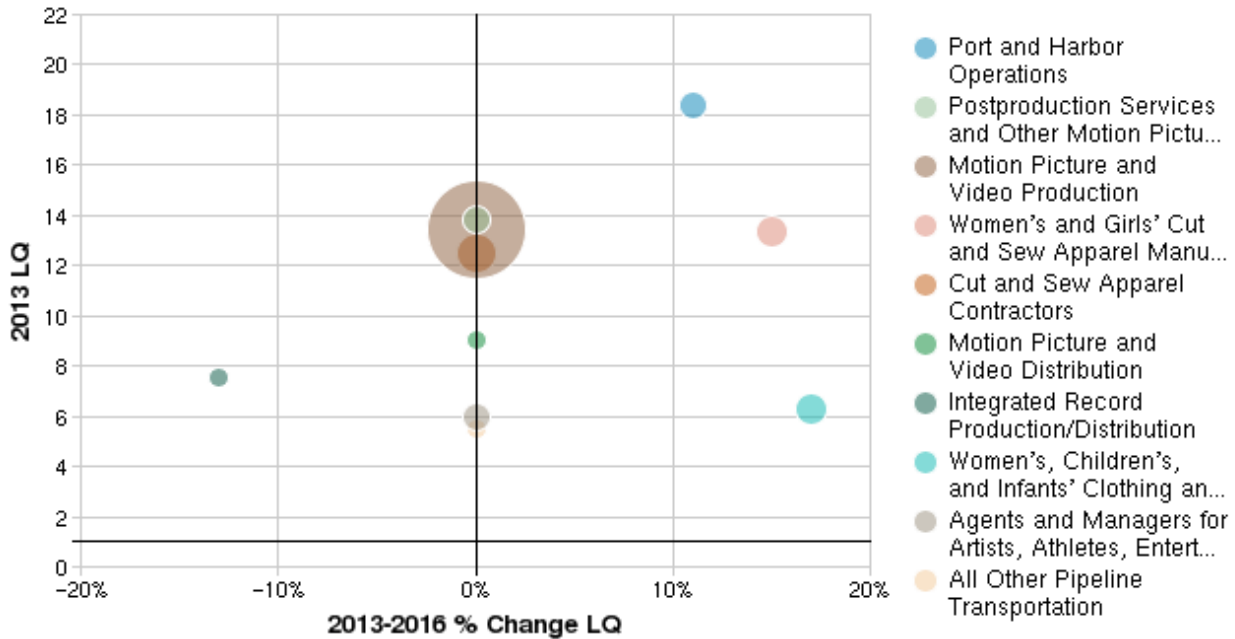
NAICS Code	Description	2013 Jobs	2016 Jobs	Change	% Change	Current EPW
81411	Private Households	182,741	201,424	18,683	10%	\$11,988
72211	Full-Service Restaurants	157,701	168,133	10,432	7%	\$23,570
54169	Other Scientific and Technical Consulting Services	37,489	45,505	8,016	21%	\$54,196
72221	Limited-Service Eating Places	143,826	151,561	7,735	5%	\$18,973
81299	All Other Personal Services	66,491	73,603	7,112	11%	\$21,799
56172	Janitorial Services	75,024	82,038	7,014	9%	\$18,214
53111	Lessors of Residential Buildings and Dwellings	56,479	63,454	6,975	12%	\$34,067
62161	Home Health Care Services	43,736	50,671	6,935	16%	\$28,418
62111	Offices of Physicians	88,973	95,646	6,673	8%	\$96,933
62211	General Medical and Surgical Hospitals (Private)	104,384	110,082	5,698	5%	\$84,195
61131	Colleges, Universities, and Professional Schools (Private)	66,301	71,989	5,688	9%	\$55,567
52393	Investment Advice	38,156	43,612	5,456	14%	\$75,510
56131	Employment Placement Agencies and Executive Search Services	19,952	25,142	5,190	26%	\$33,714
45291	Warehouse Clubs and Supercenters	22,113	27,289	5,176	23%	\$33,247
52392	Portfolio Management	28,870	34,033	5,163	18%	\$128,981
61111	Elementary and Secondary Schools (Private)	46,085	51,201	5,116	11%	\$42,880
81211	Hair, Nail, and Skin Care Services	49,136	54,248	5,112	10%	\$18,033
71151	Independent Artists, Writers, and Performers	106,941	111,770	4,829	5%	\$63,852
62311	Nursing Care Facilities	40,906	45,475	4,569	11%	\$39,001
53131	Real Estate Property Managers	38,918	43,379	4,461	11%	\$38,635

Source: EMSI Complete Employment - 2013.2.

Most Concentrated Regional Industries, 2013 – 2016

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	2013 Jobs	2016 Jobs	2013 LQ	2013-2016 % Change in LQ	Current EPW
48831	Port and Harbor Operations	12,816	13,264	18.40	11%	\$111,615
51219	Postproduction Services and Other Motion Picture and Video Industries	11,871	11,760	13.82	0%	\$134,195
51211	Motion Picture and Video Production	111,605	114,742	13.44	0%	\$113,647
31523	Women's and Girls' Cut and Sew Apparel Manufacturing	15,477	15,595	13.33	15%	\$50,064
31521	Cut and Sew Apparel Contractors	28,559	21,407	12.47	0%	\$38,736
51212	Motion Picture and Video Distribution	2,140	1,647	9.01	0%	\$208,727
51222	Integrated Record Production/Distribution	1,263	1,064	7.56	-13%	\$126,739
42433	Women's, Children's, and Infants' Clothing and Accessories Merchant Wholesalers	16,530	18,987	6.28	17%	\$53,997
71141	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	14,563	15,799	6.01	0%	\$96,708
48699	All Other Pipeline Transportation	59	55	5.51	0%	\$66,271
31331	Textile and Fabric Finishing Mills	4,834	4,170	5.49	40%	\$36,658
51223	Music Publishers	1,316	1,364	5.06	0%	\$81,843
42431	Piece Goods, Notions, and Other Dry Goods Merchant Wholesalers	4,657	4,386	4.99	0%	\$52,035
51224	Sound Recording Studios	2,390	2,010	4.74	-20%	\$65,794
51221	Record Production	512	473	3.96	0%	\$72,123
31699	Other Leather and Allied Product Manufacturing	1,962	1,590	3.87	-25%	\$40,642
42392	Toy and Hobby Goods and Supplies Merchant Wholesalers	3,297	2,953	3.81	0%	\$94,672
31529	Other Cut and Sew Apparel Manufacturing	2,182	2,031	3.71	-25%	\$65,761
42499	Other Miscellaneous Nondurable Goods Merchant Wholesalers	16,458	17,594	3.67	0%	\$50,082

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

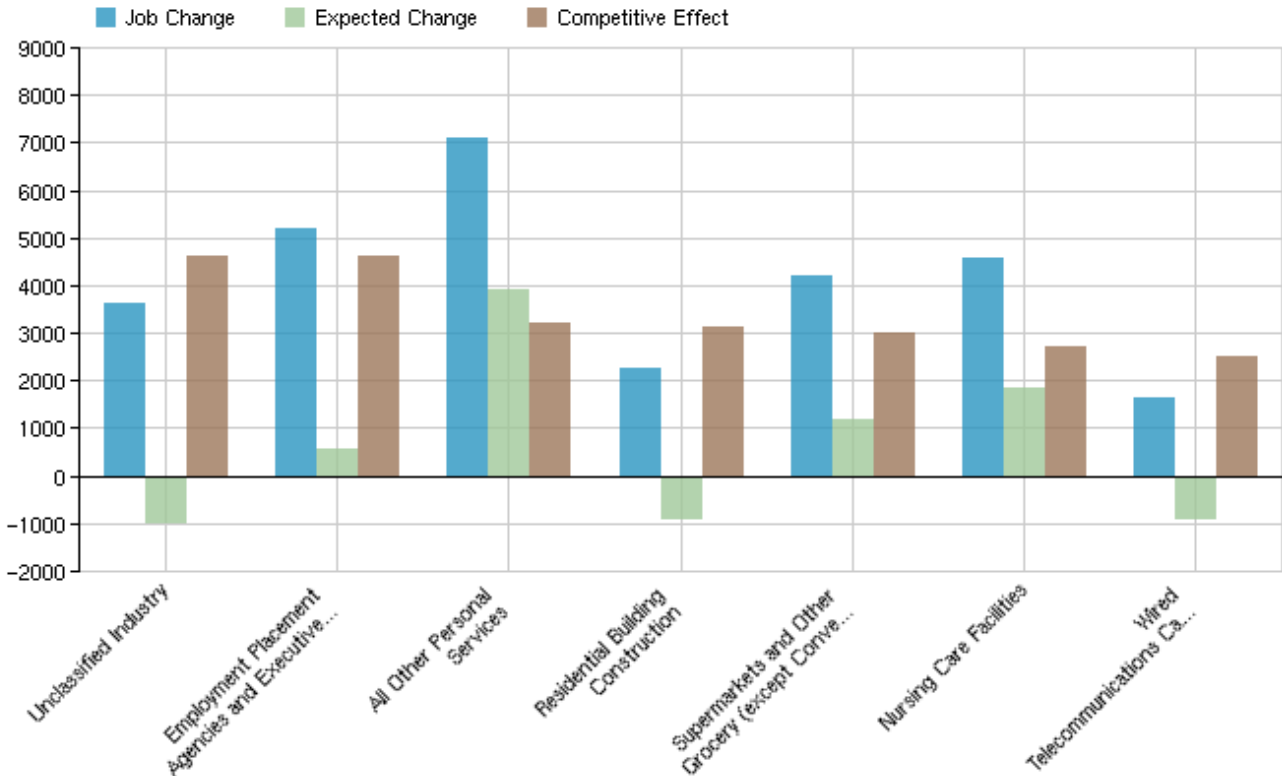
NAICS Code	Description	2013 Jobs	2016 Jobs	2013 LQ	2013-2016 % Change in LQ	Current EPW
31183	Tortilla Manufacturing	2,085	1,963	3.66	-25%	\$40,270

Source: EMSI Complete Employment - 2013.2.

Most Competitive Regional Industries, 2013 – 2016

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
99999	Unclassified Industry	3,630	-1,960	975	-985	4,615
56131	Employment Placement Agencies and Executive Search Services	5,190	-327	907	580	4,610
81299	All Other Personal Services	7,112	899	3,021	3,920	3,193
23611	Residential Building Construction	2,270	-2,589	1,719	-870	3,140
44511	Supermarkets and Other Grocery (except Convenience) Stores	4,211	-2,171	3,369	1,197	3,014
62311	Nursing Care Facilities	4,569	-1	1,859	1,858	2,711
51711	Wired Telecommunications Carriers	1,620	-1,674	806	-868	2,488
45291	Warehouse Clubs and Supercenters	5,177	1,783	1,005	2,788	2,389
61111	Elementary and Secondary Schools (Private)	5,116	1,125	2,094	3,219	1,897
42433	Women's, Children's, and Infants' Clothing and Accessories Merchant Wholesalers	2,457	-104	751	647	1,810
31523	Women's and Girls' Cut and Sew Apparel Manufacturing	118	-2,374	703	-1,671	1,789
72211	Full-Service Restaurants	10,431	1,580	7,165	8,746	1,686
52211	Commercial Banking	2,648	-347	1,564	1,217	1,431
23832	Painting and Wall Covering Contractors	1,001	-963	556	-407	1,408
52222	Sales Financing	1,388	-226	207	-19	1,407
81411	Private Households	18,682	9,096	8,303	17,399	1,283
45321	Office Supplies and Stationery Stores	999	-597	337	-260	1,259

Industries With Highest Competitive Effect (Cont.)

NAICS Code	Description	Job Change	Ind. Mix Effect	Natl. Effect	Expected Change	Competitive Effect
44814	Family Clothing Stores	1,360	-745	952	207	1,153
42499	Other Miscellaneous Nondurable Goods Merchant Wholesalers	1,136	-735	748	13	1,123
45211	Department Stores	487	-2,242	1,618	-624	1,111

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 2013 to 2016. 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: Private Households

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Childcare Workers	5,231	\$9.32	ST OJT
Maids and Housekeeping Cleaners	5,042	\$10.10	ST OJT
Personal Care Aides	4,434	\$10.23	ST OJT
Home Health Aides	689	\$10.45	ST OJT
Nursing Aides, Orderlies, and Attendants	669	\$12.37	N/A
Landscaping and Groundskeeping Workers	362	\$11.28	ST OJT
Laborers and Freight, Stock, and Material Movers, Hand	287	\$11.38	ST OJT
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	243	\$11.59	ST OJT
Personal Care and Service Workers, All Other	156	\$12.38	ST OJT
Licensed Practical and Licensed Vocational Nurses	119	\$23.83	N/A

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: Full-Service Restaurants

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Waiters and Waitresses	4,414	\$8.97	ST OJT
Cooks, Restaurant	2,197	\$10.57	MT OJT
Food Preparation Workers	728	\$9.14	ST OJT
Dishwashers	680	\$8.99	ST OJT
First-Line Supervisors of Food Preparation and Serving Workers	644	\$12.62	N/A
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	520	\$9.25	ST OJT
Dining Room and Cafeteria Attendants and Bartender Helpers	520	\$8.92	ST OJT
Bartenders	386	\$9.17	ST OJT
Cooks, Short Order	141	\$10.82	ST OJT
Cashiers	109	\$9.52	ST 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	1,867	\$33.11	N/A
Market Research Analysts and Marketing Specialists	375	\$27.51	Bachelor's
Sales Representatives, Services, All Other	278	\$25.51	ST OJT
Business Operations Specialists, All Other	275	\$30.92	LT OJT
Office Clerks, General	243	\$14.20	ST OJT
General and Operations Managers	205	\$52.45	N/A
Customer Service Representatives	199	\$16.93	ST OJT
Executive Secretaries and Executive Administrative Assistants	174	\$23.71	N/A
Accountants and Auditors	167	\$31.93	Bachelor's
Managers, All Other	143	\$26.55	N/A

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	5,800	\$9.01	ST OJT
First-Line Supervisors of Food Preparation and Serving Workers	593	\$12.62	N/A
Food Preparation Workers	549	\$9.14	ST OJT
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	391	\$9.14	ST OJT
Cashiers	306	\$9.52	ST OJT
Driver/Sales Workers	201	\$10.95	ST OJT
Cooks, Fast Food	173	\$8.77	ST OJT
Dishwashers	86	\$8.99	ST OJT
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	22	\$11.59	ST OJT
Cooks, Short Order	20	\$10.82	ST OJT

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: All Other Personal Services

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Nonfarm Animal Caretakers	3,263	\$11.80	ST OJT
Personal Care and Service Workers, All Other	964	\$12.38	ST OJT
Animal Trainers	610	\$13.10	MT OJT
Managers, All Other	406	\$26.55	N/A
First-Line Supervisors of Personal Service Workers	309	\$14.48	N/A
Financial Specialists, All Other	240	\$24.86	Bachelor's
Meeting, Convention, and Event Planners	170	\$27.68	Bachelor's
Entertainers and Performers, Sports and Related Workers, All Other	148	\$18.76	LT OJT
Sales and Related Workers, All Other	120	\$20.45	MT OJT
Personal Care Aides	102	\$10.23	ST OJT

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	2,979	\$11.59	ST OJT
Maids and Housekeeping Cleaners	2,247	\$10.10	ST OJT
First-Line Supervisors of Housekeeping and Janitorial Workers	533	\$16.08	N/A
Managers, All Other	372	\$26.55	N/A
Installation, Maintenance, and Repair Workers, All Other	316	\$15.66	MT OJT
Laundry and Dry-Cleaning Workers	223	\$10.85	ST OJT
Pest Control Workers	142	\$13.66	MT OJT
Maintenance and Repair Workers, General	36	\$18.28	MT OJT
Building Cleaning Workers, All Other	28	\$14.50	ST OJT
Laborers and Freight, Stock, and Material Movers, Hand	20	\$11.38	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	4,089	\$17.56	N/A
Property, Real Estate, and Community Association Managers	1,119	\$21.31	N/A
Real Estate Brokers	789	\$30.28	N/A
Appraisers and Assessors of Real Estate	405	\$24.17	Associate's
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	137	\$11.59	ST OJT
Maintenance and Repair Workers, General	52	\$18.28	MT OJT
Bookkeeping, Accounting, and Auditing Clerks	32	\$18.52	MT OJT
Chief Executives	26	\$68.15	N/A
Maids and Housekeeping Cleaners	21	\$10.10	ST OJT
Managers, All Other	20	\$26.55	N/A

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: Home Health Care Services

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Home Health Aides	3,078	\$10.45	ST OJT
Personal Care Aides	1,606	\$10.23	ST OJT
Nursing Aides, Orderlies, and Attendants	454	\$12.37	N/A
Registered Nurses	398	\$40.20	Associate's
Licensed Practical and Licensed Vocational Nurses	272	\$23.83	N/A
Physical Therapists	111	\$39.53	Prof. DG
Medical and Health Services Managers	102	\$44.76	Bachelor's
Office Clerks, General	85	\$14.20	ST OJT
Healthcare Social Workers	57	\$26.79	Master's
Occupational Therapists	48	\$41.54	Master's

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: Offices of Physicians

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Medical Assistants	1,118	\$14.60	MT OJT
Registered Nurses	943	\$40.20	Associate's
Medical Secretaries	807	\$15.89	MT OJT
Receptionists and Information Clerks	669	\$13.53	ST OJT
Licensed Practical and Licensed Vocational Nurses	254	\$23.83	N/A
Office Clerks, General	225	\$14.20	ST OJT
First-Line Supervisors of Office and Administrative Support Workers	219	\$26.61	N/A
Physicians and Surgeons, All Other	192	\$86.23	Prof. DG
Billing and Posting Clerks	164	\$17.30	ST OJT
Physician Assistants	139	\$49.74	Master's

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: General Medical and Surgical Hospitals (Private)

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Registered Nurses	2,429	\$40.20	Associate's
Nursing Aides, Orderlies, and Attendants	316	\$12.37	N/A
Medical Secretaries	301	\$15.89	MT OJT
Respiratory Therapists	174	\$32.09	Associate's
Radiologic Technologists and Technicians	170	\$31.27	Associate's
Medical Assistants	143	\$14.60	MT OJT
Medical and Health Services Managers	93	\$44.76	Bachelor's
Interviewers, Except Eligibility and Loan	76	\$18.27	ST OJT
Diagnostic Medical Sonographers	75	\$35.76	Associate's
Healthcare Social Workers	73	\$26.79	Master's

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 2013 are:

- Office and Administrative Support Occupations
- Sales and Related Occupations
- Food Preparation and Serving Related Occupations
- Management 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 2013 to 2016 are:

- Real Estate Sales Agents
- Personal Financial Advisors
- Registered Nurses
- Securities, Commodities, and Financial Services Sales Agents
- Nursing Aides, Orderlies, and Attendants

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
- Registered Nurses
- Securities, Commodities, and Financial Services Sales Agents
- Property, Real Estate, and Community Association Managers

REGIONAL OCCUPATIONS: DETAILED DATA

Major Occupation Groups, Region and State, 2013 – 2016

The following table summarizes regional occupations by major group, sorted by total 2013 jobs.

SOC Code	Description	REGION				Openings	Median Earnings	STATE		State Median Earnings
		2013 Jobs	2016 Jobs	Change	% Change			State 2013	State 2016	
43	Office and Administrative Support Occupations	807,341	814,615	7,274	1%	64,589	\$17.32	2,843,824	2,910,113	\$17.57
41	Sales and Related Occupations	735,571	763,378	27,807	4%	92,272	\$17.63	2,763,148	2,893,758	\$17.09
35	Food Preparation and Serving Related Occupations	363,117	384,524	21,407	6%	59,688	\$9.60	1,385,076	1,478,817	\$9.79
11	Management Occupations	360,562	366,177	5,615	2%	31,651	\$39.76	1,411,111	1,448,652	\$38.47
53	Transportation and Material Moving Occupations	339,206	344,151	4,945	1%	32,499	\$14.52	1,152,969	1,191,369	\$15.13
13	Business and Financial Operations Occupations	338,576	356,263	17,687	5%	38,380	\$31.73	1,319,662	1,410,710	\$31.41
27	Arts, Design, Entertainment, Sports, and Media Occupations	337,300	347,907	10,607	3%	36,053	\$25.13	847,630	884,409	\$21.42
39	Personal Care and Service Occupations	334,084	365,267	31,183	9%	55,348	\$10.95	1,077,313	1,174,049	\$10.99
51	Production Occupations	286,694	264,422	-22,272	-8%	17,087	\$14.22	928,918	898,871	\$15.15
25	Education, Training, and Library Occupations	269,790	280,503	10,713	4%	27,664	\$26.43	1,016,047	1,062,034	\$25.68
37	Building and Grounds Cleaning and Maintenance Occupations	262,355	278,167	15,812	6%	29,864	\$11.25	957,303	1,025,770	\$11.62
29	Healthcare Practitioners and Technical Occupations	221,994	235,327	13,333	6%	27,092	\$40.73	837,558	891,438	\$41.85
47	Construction and Extraction Occupations	166,510	168,352	1,842	1%	13,820	\$19.23	772,930	773,223	\$20.82
49	Installation, Maintenance, and Repair Occupations	155,576	156,210	634	0%	12,571	\$20.42	617,349	626,612	\$20.73
31	Healthcare Support Occupations	140,347	153,183	12,836	9%	18,956	\$13.26	491,219	537,592	\$13.85
33	Protective Service Occupations	114,624	118,052	3,428	3%	11,811	\$21.60	384,578	398,637	\$24.38
15	Computer and Mathematical Occupations	113,000	114,467	1,467	1%	7,797	\$37.01	561,089	587,251	\$40.45
17	Architecture and Engineering Occupations	77,898	76,927	-971	-1%	5,989	\$40.09	352,369	354,731	\$40.34
21	Community and Social Service Occupations	72,588	76,288	3,700	5%	8,417	\$23.73	256,851	270,787	\$23.18
23	Legal Occupations	57,932	59,199	1,267	2%	4,370	\$50.98	188,677	194,257	\$46.50
19	Life, Physical, and Social Science Occupations	45,292	47,173	1,881	4%	5,800	\$33.52	224,847	237,023	\$33.69
99	Unclassified Occupation	19,244	19,446	202	1%	202	\$15.83	75,537	79,630	\$15.34
55	Military occupations	18,145	17,581	-564	-3%	0	\$15.70	220,193	214,345	\$15.77
45	Farming, Fishing, and Forestry Occupations	7,594	7,476	-118	-2%	710	\$11.55	343,409	348,989	\$9.71

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

SOC Code	Description	2013 Jobs	2016 Jobs	Change	% Change	Openings	Median Earnings	State 2013	State 2016	State Median Earnings
		5,645,339	5,815,057	169,718	3%	602,630	\$21.37	21,029,608	21,893,068	\$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, 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	2013 Jobs	2016 Jobs	Change	% Change	Openings	Median Earnings	Education Level
41-9022	Real Estate Sales Agents	126,524	137,234	10,710	8%	19,242	\$17.56	PS Award
29-1111	Registered Nurses	73,087	78,180	5,093	7%	9,062	\$40.20	Associate's
43-3031	Bookkeeping, Accounting, and Auditing Clerks	68,812	69,646	834	1%	3,104	\$18.52	MT OJT
41-1011	First-Line Supervisors of Retail Sales Workers	64,135	63,997	-138	0%	4,534	\$15.55	Exp. in Field
11-9199	Managers, All Other	60,061	62,104	2,043	3%	6,047	\$26.55	Exp. in Field
13-2011	Accountants and Auditors	56,589	57,305	716	1%	4,362	\$31.93	Bachelor's
43-1011	First-Line Supervisors of Office and Administrative Support Workers	54,941	55,640	699	1%	5,108	\$26.61	Exp. in Field
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	54,649	55,291	642	1%	4,500	\$25.44	MT OJT
43-6011	Executive Secretaries and Executive Administrative Assistants	49,121	49,807	686	1%	2,661	\$23.71	Exp. in Field
13-2052	Personal Financial Advisors	46,764	54,778	8,014	17%	9,629	\$35.14	Bachelor's
11-9141	Property, Real Estate, and Community Association Managers	46,453	49,957	3,504	8%	6,439	\$21.31	Exp. in Field
31-1012	Nursing Aides, Orderlies, and Attendants	41,932	45,693	3,761	9%	5,384	\$12.37	PS Award
27-4021	Photographers	38,798	39,708	910	2%	2,037	\$15.66	LT OJT
41-3031	Securities, Commodities, and Financial Services Sales Agents	37,267	42,224	4,957	13%	8,044	\$31.65	Bachelor's
25-3999	Teachers and Instructors, All Other	37,182	38,664	1,482	4%	3,189	\$20.95	Bachelor's
25-2021	Elementary School Teachers, Except Special Education	36,725	38,243	1,518	4%	3,939	\$33.16	Bachelor's
13-1199	Business Operations Specialists, All Other	34,125	34,606	481	1%	2,444	\$30.92	LT OJT
49-9071	Maintenance and Repair Workers, General	33,913	34,587	674	2%	2,545	\$18.28	MT OJT
39-5012	Hairdressers, Hairstylists, and Cosmetologists	30,262	33,683	3,421	11%	5,153	\$9.90	PS Award
27-2042	Musicians and Singers	29,994	31,469	1,475	5%	3,661	\$22.80	LT OJT

Source: EMSI Complete Employment - 2013.2.

Top-Ranked Occupations by Total Growth, 2013 – 2016

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	2013 Jobs	2016 Jobs	Change	% Change	Openings	Median Earnings	Education Level
41-9022	Real Estate Sales Agents	126,524	137,234	10,710	8%	19,242	\$17.56	PS Award
13-2052	Personal Financial Advisors	46,764	54,778	8,014	17%	9,629	\$35.14	Bachelor's
29-1111	Registered Nurses	73,087	78,180	5,093	7%	9,062	\$40.20	Associate's
41-3031	Securities, Commodities, and Financial Services Sales Agents	37,267	42,224	4,957	13%	8,044	\$31.65	Bachelor's
31-1012	Nursing Aides, Orderlies, and Attendants	41,932	45,693	3,761	9%	5,384	\$12.37	PS Award
11-9141	Property, Real Estate, and Community Association Managers	46,453	49,957	3,504	8%	6,439	\$21.31	Exp. in Field
39-5012	Hairdressers, Hairstylists, and Cosmetologists	30,262	33,683	3,421	11%	5,153	\$9.90	PS Award
35-2014	Cooks, Restaurant	29,792	32,179	2,387	8%	4,291	\$10.57	MT OJT
41-9021	Real Estate Brokers	26,161	28,223	2,062	8%	3,829	\$30.28	Exp. in Field
11-9199	Managers, All Other	60,061	62,104	2,043	3%	6,047	\$26.55	Exp. in Field
25-3021	Self-Enrichment Education Teachers	18,336	20,331	1,995	11%	2,837	\$18.62	Exp. in Field
43-6013	Medical Secretaries	21,206	23,114	1,908	9%	2,761	\$15.89	MT OJT
41-3021	Insurance Sales Agents	29,087	30,851	1,764	6%	3,764	\$24.60	MT OJT
31-9092	Medical Assistants	25,065	26,713	1,648	7%	2,801	\$14.60	MT OJT
29-2061	Licensed Practical and Licensed Vocational Nurses	21,262	22,893	1,631	8%	3,332	\$23.83	PS Award
25-2021	Elementary School Teachers, Except Special Education	36,725	38,243	1,518	4%	3,939	\$33.16	Bachelor's
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	27,170	28,685	1,515	6%	3,243	\$12.62	Exp. in Field
25-3999	Teachers and Instructors, All Other	37,182	38,664	1,482	4%	3,189	\$20.95	Bachelor's
27-2042	Musicians and Singers	29,994	31,469	1,475	5%	3,661	\$22.80	LT OJT
13-1161	Market Research Analysts and Marketing Specialists	18,843	20,179	1,336	7%	2,842	\$27.51	Bachelor's

Source: EMSI Complete Employment - 2013.2.

Top-Ranked Occupations by New + Repl. Jobs, 2013 – 2016

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	2013 Jobs	2016 Jobs	New + Repl. Jobs	Median Earnings	Education Level
41-9022	Real Estate Sales Agents	126,524	137,234	19,242	\$17.56	PS Award
13-2052	Personal Financial Advisors	46,764	54,778	9,629	\$35.14	Bachelor's
29-1111	Registered Nurses	73,087	78,180	9,062	\$40.20	Associate's
41-3031	Securities, Commodities, and Financial Services Sales Agents	37,267	42,224	8,044	\$31.65	Bachelor's
11-9141	Property, Real Estate, and Community Association Managers	46,453	49,957	6,439	\$21.31	Exp. in Field
11-9199	Managers, All Other	60,061	62,104	6,047	\$26.55	Exp. in Field
31-1012	Nursing Aides, Orderlies, and Attendants	41,932	45,693	5,384	\$12.37	PS Award
39-5012	Hairdressers, Hairstylists, and Cosmetologists	30,262	33,683	5,153	\$9.90	PS Award
43-1011	First-Line Supervisors of Office and Administrative Support Workers	54,941	55,640	5,108	\$26.61	Exp. in Field
41-1011	First-Line Supervisors of Retail Sales Workers	64,135	63,997	4,534	\$15.55	Exp. in Field
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	54,649	55,291	4,500	\$25.44	MT OJT
13-2011	Accountants and Auditors	56,589	57,305	4,362	\$31.93	Bachelor's
35-2014	Cooks, Restaurant	29,792	32,179	4,291	\$10.57	MT OJT
25-2021	Elementary School Teachers, Except Special Education	36,725	38,243	3,939	\$33.16	Bachelor's
41-9021	Real Estate Brokers	26,161	28,223	3,829	\$30.28	Exp. in Field
41-3021	Insurance Sales Agents	29,087	30,851	3,764	\$24.60	MT OJT
27-2042	Musicians and Singers	29,994	31,469	3,661	\$22.80	LT OJT
27-3043	Writers and Authors	27,836	29,167	3,511	\$23.85	Bachelor's
29-2061	Licensed Practical and Licensed Vocational Nurses	21,262	22,893	3,332	\$23.83	PS Award
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	27,170	28,685	3,243	\$12.62	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	2013-2016 Avg. Annual Openings	Median Hourly Earnings	2011 Completers, All Related Programs (LACCD - West Los Angeles College)
Real Estate Sales Agents	6,414	\$17.56	23
Personal Financial Advisors	3,210	\$35.14	0
Registered Nurses	3,021	\$40.20	0
Securities, Commodities, and Financial Services Sales Agents	2,681	\$31.65	0
Property, Real Estate, and Community Association Managers	2,146	\$21.31	23
Managers, All Other	2,016	\$26.55	22
Nursing Aides, Orderlies, and Attendants	1,795	\$12.37	0
Hairdressers, Hairstylists, and Cosmetologists	1,718	\$9.90	0
First-Line Supervisors of Office and Administrative Support Workers	1,703	\$26.61	0
First-Line Supervisors of Retail Sales Workers	1,511	\$15.55	0
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,500	\$25.44	1
Accountants and Auditors	1,454	\$31.93	0
Cooks, Restaurant	1,430	\$10.57	0
Elementary School Teachers, Except Special Education	1,313	\$33.16	0
Real Estate Brokers	1,276	\$30.28	23
Insurance Sales Agents	1,255	\$24.60	0
Musicians and Singers	1,220	\$22.80	1
Writers and Authors	1,170	\$23.85	1
Licensed Practical and Licensed Vocational Nurses	1,111	\$23.83	0
First-Line Supervisors of Food Preparation and Serving Workers	1,081	\$12.62	0
Teachers and Instructors, All Other	1,063	\$20.95	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	2013-2016 Avg. Annual Openings	Median Hourly Earnings	Related Programs	2011 Completers, All Related Programs (LACCD - West Los Angeles College)
Real Estate Sales Agents	6414	\$17.56	TOTAL, ALL RELATED PROGRAMS	23
			Real Estate	13
			Real Estate	10
Personal Financial Advisors	3210	\$35.14	TOTAL, ALL RELATED PROGRAMS	0
			Finance, General	
Registered Nurses	3021	\$40.20	TOTAL, ALL RELATED PROGRAMS	0
			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	
			Pre-Nursing Studies	
			Nurse Midwife/Nursing Midwifery	
			Clinical Nurse Specialist	
			Nursing Science (MS, PhD)	
			Critical Care Nursing	
			Health Services/Allied Health/Health Sciences, General	
			Health/Medical Preparatory Programs, Other	
			Pediatric Nurse/Nursing	
			Occupational and Environmental Health Nursing	
			Nursing/Registered Nurse (RN, ASN, BSN, MSN)	
			Psychiatric/Mental Health Nurse/Nursing	
			Nursing, Other	
Securities, Commodities, and Financial Services Sales Agents	2681	\$31.65	TOTAL, ALL RELATED PROGRAMS	0
			Financial Planning and Services	
			Investments and Securities	
			Business and Personal/Financial Services Marketing Operations	
Property, Real Estate, and Community Association Managers	2146	\$21.31	TOTAL, ALL RELATED PROGRAMS	23
			Real Estate	13
			Real Estate	10
Managers, All Other	2016	\$26.55	TOTAL, ALL RELATED PROGRAMS	22
			Theatre/Theatre Arts Management	
			Business Administration, Management and Operations, Other	
			Small Business Administration/Management	
			Arts Management	
			Business/Commerce, General	1
			Entrepreneurial and Small Business Operations, Other	
			Business/Commerce, General	1
			Business, Management, Marketing, and Related Support Services, Other	

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

Occupation	2013-2016 Avg. Annual Openings	Median Hourly Earnings	Related Programs	2011 Completers, All Related Programs (LACCD - West Los Angeles College)
			Business Administration and Management, General	20
			Public Administration	
			Non-Profit/Public/Organizational Management	
			Public Administration and Social Service Professions, Other	
			Entrepreneurship/Entrepreneurial Studies	
			Tourism and Travel Services Management	
			Franchising and Franchise Operations	
			Hospitality Administration/Management, Other	
Nursing Aides, Orderlies, and Attendants	1795	\$12.37	TOTAL, ALL RELATED PROGRAMS	0
			Health Services/Allied Health/Health Sciences, General	
			Health Aide	
			Nurse/Nursing Assistant/Aide and Patient Care Assistant	
Hairdressers, Hairstylists, and Cosmetologists	1718	\$9.90	TOTAL, ALL RELATED PROGRAMS	0
			Cosmetology, Barber/Styling, and Nail Instructor	
			Cosmetology and Related Personal Grooming Arts, Other	
			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	
First-Line Supervisors of Office and Administrative Support Workers	1703	\$26.61	TOTAL, ALL RELATED PROGRAMS	0
			Agricultural Business Technology	
			Medical/Health Management and Clinical Assistant/Specialist	
			Office Management and Supervision	
			Customer Service Management	
First-Line Supervisors of Retail Sales Workers	1511	\$15.55	TOTAL, ALL RELATED PROGRAMS	0
			Specialized Merchandising, Sales, and Marketing Operations, Other	
			Retailing and Retail Operations	
			Selling Skills and Sales Operations	
			Floriculture/Floristry Operations and Management	
			Business, Management, Marketing, and Related Support Services, Other	
			Consumer Merchandising/Retailing Management	
			E-Commerce/Electronic Commerce	
			Special Products Marketing Operations	
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1500	\$25.44	TOTAL, ALL RELATED PROGRAMS	1

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

Occupation	2013-2016 Avg. Annual Openings	Median Hourly Earnings	Related Programs	2011 Completers, All Related Programs (LACCD - West Los Angeles College)
			Special Products Marketing Operations	
			Sales, Distribution, and Marketing Operations, General	1
			Specialized Merchandising, Sales, and Marketing Operations, Other	
			General Merchandising, Sales, and Related Marketing Operations, Other	
			Fashion Merchandising	
			Business, Management, Marketing, and Related Support Services, Other	
			Apparel and Accessories Marketing Operations	
Accountants and Auditors	1454	\$31.93	TOTAL, ALL RELATED PROGRAMS	0
			Accounting	
			Auditing	
			Accounting and Finance	
			Accounting and Computer Science	
			Accounting and Business/Management	
			Taxation	
Cooks, Restaurant	1430	\$10.57	TOTAL, ALL RELATED PROGRAMS	0
			Cooking and Related Culinary Arts, General	
			Culinary Arts/Chef Training	
Elementary School Teachers, Except Special Education	1313	\$33.16	TOTAL, ALL RELATED PROGRAMS	0
			Teacher Education, Multiple Levels	
			Montessori Teacher Education	
			Waldorf/Steiner Teacher Education	
			Education, General	
			Elementary Education and Teaching	
Real Estate Brokers	1276	\$30.28	TOTAL, ALL RELATED PROGRAMS	23
			Real Estate	13
			Real Estate	10
Insurance Sales Agents	1255	\$24.60	TOTAL, ALL RELATED PROGRAMS	0
			Insurance	
Musicians and Singers	1220	\$22.80	TOTAL, ALL RELATED PROGRAMS	1
			Music Pedagogy	
			Music, Other	
			Music, General	1
			Visual and Performing Arts, Other	
			Music Performance, General	
			Piano and Organ	
			Voice and Opera	
			Jazz/Jazz Studies	
			Violin, Viola, Guitar and Other Stringed Instruments	
Writers and Authors	1170	\$23.85	TOTAL, ALL RELATED PROGRAMS	1
			Broadcast Journalism	
			Communication, Journalism, and Related Programs, Other	
			English Composition	
			Creative Writing	
			Technical and Business Writing	
			Communication Studies/Speech Communication and Rhetoric	1
			Mass Communication/Media Studies	

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

Occupation	2013-2016 Avg. Annual Openings	Median Hourly Earnings	Related Programs	2011 Completers, All Related Programs (LACCD - West Los Angeles College)
			Business/Corporate Communications	
			Communication and Media Studies, Other	
			Family and Consumer Sciences/Human Sciences Communication	
			Journalism	
			Playwriting and Screenwriting	
Licensed Practical and Licensed Vocational Nurses	1111	\$23.83	TOTAL, ALL RELATED PROGRAMS	0
			Licensed Practical/Vocational Nurse Training (LPN, LVN, Cert, Dipl, AAS)	
			Pre-Nursing Studies	
			Health Services/Allied Health/Health Sciences, General	
First-Line Supervisors of Food Preparation and Serving Workers	1081	\$12.62	TOTAL, ALL RELATED PROGRAMS	0
			Foodservice Systems Administration/Management	
			Cooking and Related Culinary Arts, General	
			Restaurant, Culinary, and Catering Management/Manager	
Teachers and Instructors, All Other	1063	\$20.95	TOTAL, ALL RELATED PROGRAMS	0
			Multicultural Education	
			Education/Teaching of Individuals with Vision Impairments Including Blindness	
			Indian/Native American Education	
			Education/Teaching of Individuals with Specific Learning Disabilities	
			Special Education and Teaching, General	
			Education/Teaching of Individuals with Speech or Language Impairments	
			Montessori Teacher Education	
			Education/Teaching of Individuals with Hearing Impairments Including Deafness	
			Education/Teaching of Individuals with Autism	
			Education/Teaching of Individuals with Emotional Disturbances	
			Education/Teaching of Individuals Who are Developmentally Delayed	
			Waldorf/Steiner Teacher Education	
			Education/Teaching of Individuals with Mental Retardation	
			Education/Teaching of Individuals with Traumatic Brain Injuries	
			Driver and Safety Teacher Education	
			Education/Teaching of Individuals with Multiple Disabilities	
			Special Education and Teaching, Other	
			Bilingual and Multilingual Education	
			Education/Teaching of Individuals with Orthopedic and Other Physical Health Impairments	

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.