

REGIONAL SCAN & PROGRAM DEMAND REPORT

LACCD - WEST LOS ANGELES COLLEGE



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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 (COUNTIES):

Los Angeles, Ca:

Los Angeles

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 2007 to 2010, the region can expect the total population to change by 224,813 persons, or 2.29%. The age groups with the highest growth are:

Age Group	Change in Persons
60 to 64 years	61569
20 to 24 years	56122
55 to 59 years	51965
50 to 54 years	48604
65 to 69 years	41391

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

Group	Change in Persons
White Hispanic	227744
Asian	55844
Two or more races	11073

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 above 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 2007 to 2010:

- Private households
- Local government
- Offices of real estate agents and brokers
- Offices of physicians
- Colleges, universities, and professional schools
- Independent artists, writers, and performers
- Home health care services
- Child day care services
- Other activities related to real estate
- General medical and surgical hospitals

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.

- Child care workers
- Maids and housekeeping cleaners
- Real estate sales agents
- Real estate brokers
- Registered nurses
- Personal and home care aides
- Property, real estate, and community association managers
- Physicians and surgeons
- Elementary school teachers, except special education
- Home health aides

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
- Real estate brokers
- Property, real estate, and community association managers
- Registered nurses
- Elementary school teachers, except special education
- Nursing aides, orderlies, and attendants
- Personal financial advisors
- Writers and authors
- Medical assistants
- Appraisers and assessors of real estate

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.

	2007 Total	2010 Total	Change	% Change
Region	9,807,824	10,032,637	224,813	2%
State	36,377,527	37,573,165	1,195,638	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
2007	1,955,980	7,551,350	20%	21%	24%
2010	2,152,977	8,255,731	22%	22%	25%

CHANGE BY RACE, 2007 – 2010

Race/Ethnicity	2007 Total	Region Change	State Change	Nation Change
White, Non-Hispanic	2,866,810	-2%	-1%	1%
White Hispanic	4,403,866	5%	8%	10%
Non-White Hispanic	190,670	5%	9%	11%
Black or African American	857,802	-2%	0%	3%
American Indian or Alaska Native	24,874	-2%	2%	4%
Asian	1,255,268	4%	7%	9%
Native Hawaiian and other Pacific Islander	23,703	1%	5%	6%
Two or more races	184,830	6%	9%	11%

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	2007 LQ (State)
35 to 39 years	1.05
10 to 14 years	1.04
40 to 44 years	1.04
15 to 19 years	1.03
30 to 34 years	1.03

Above-average presence compared to nation:

Age	2007 LQ (Nation)
35 to 39 years	1.12
30 to 34 years	1.11
10 to 14 years	1.10
15 to 19 years	1.09
Under 5 years	1.05

RACE/ETHNICITY GROUPS

Above-average presence compared to state:

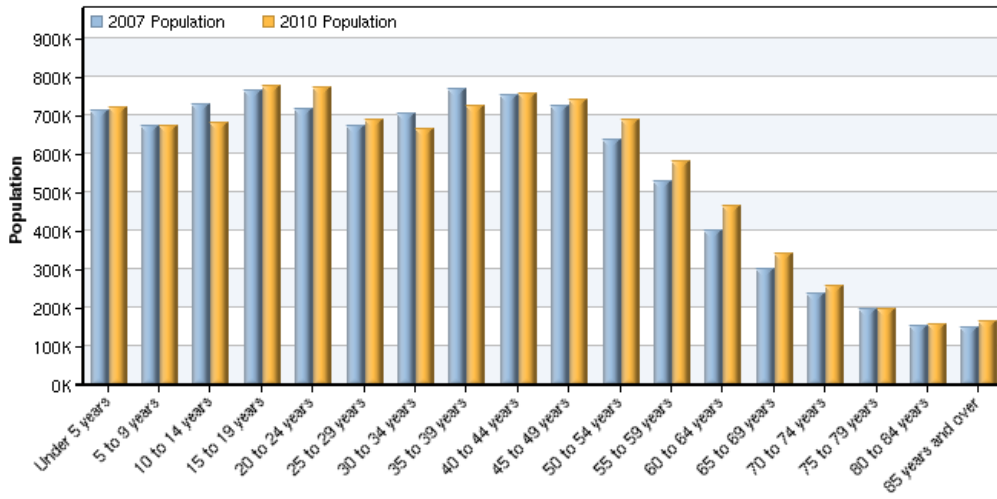
Group	2007 LQ (State)
Black or African American	1.44
White Hispanic	1.32
Non-White Hispanic	1.15

Above-average presence compared to nation:

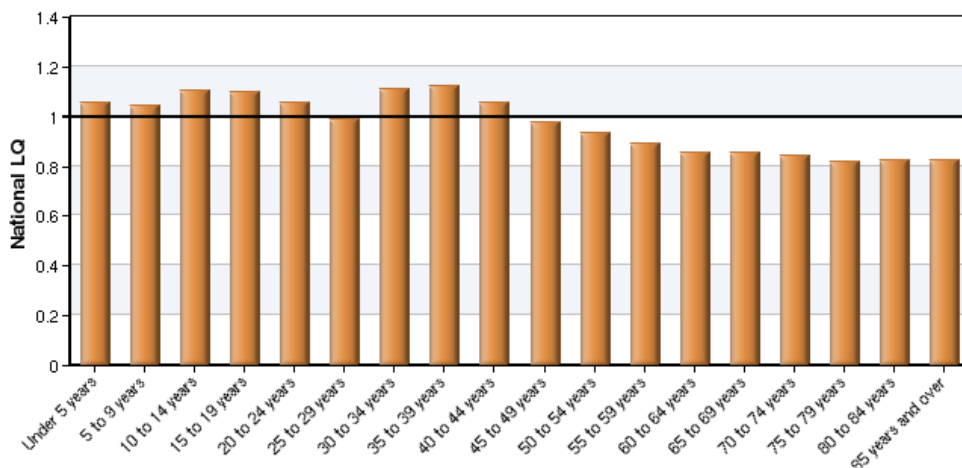
Group	2007 LQ (Nation)
White Hispanic	3.23
Asian	2.99
Non-White Hispanic	1.97

POPULATION: DETAILED DATA

Population by Age Details

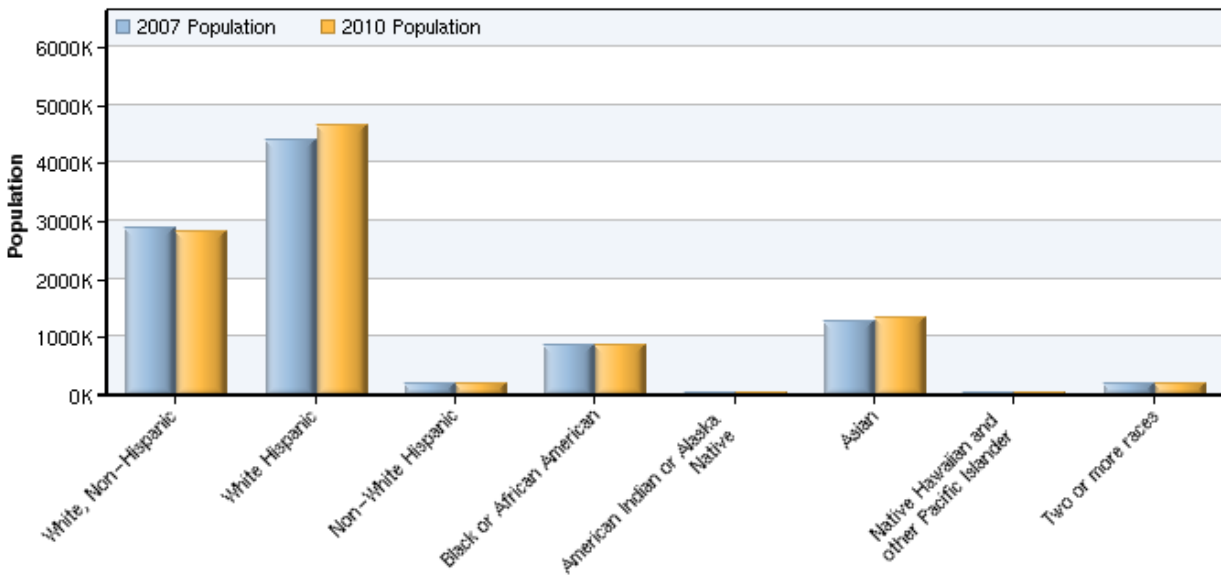


Age	2007 Population	2010 Population	Change	Change %	2007 LQ (State)	2007 LQ (Nation)
Under 5 years	711,359	718,741	7,382	1%	0.99	1.05
5 to 9 years	672,552	672,197	-355	0%	1.02	1.04
10 to 14 years	728,063	679,667	-48,396	-7%	1.04	1.10
15 to 19 years	764,071	777,301	13,230	2%	1.03	1.09
20 to 24 years	716,856	772,978	56,122	8%	0.98	1.05
25 to 29 years	672,463	686,613	14,150	2%	0.94	0.99
30 to 34 years	702,642	664,387	-38,255	-5%	1.03	1.11
35 to 39 years	769,448	725,512	-43,936	-6%	1.05	1.12
40 to 44 years	753,454	755,915	2,461	0%	1.04	1.05
45 to 49 years	722,976	739,786	16,810	2%	1.00	0.97
50 to 54 years	637,960	686,564	48,604	8%	0.99	0.93
55 to 59 years	526,651	578,616	51,965	10%	0.97	0.89
60 to 64 years	401,229	462,798	61,569	15%	0.97	0.85
65 to 69 years	298,006	339,397	41,391	14%	0.97	0.85
70 to 74 years	234,995	255,568	20,573	9%	0.96	0.84
75 to 79 years	194,877	196,651	1,774	1%	0.94	0.82
80 to 84 years	152,824	155,976	3,152	2%	0.94	0.82
85 years and over	147,399	163,971	16,572	11%	0.94	0.82
Total	9,807,824	10,032,637	224,813	2%		

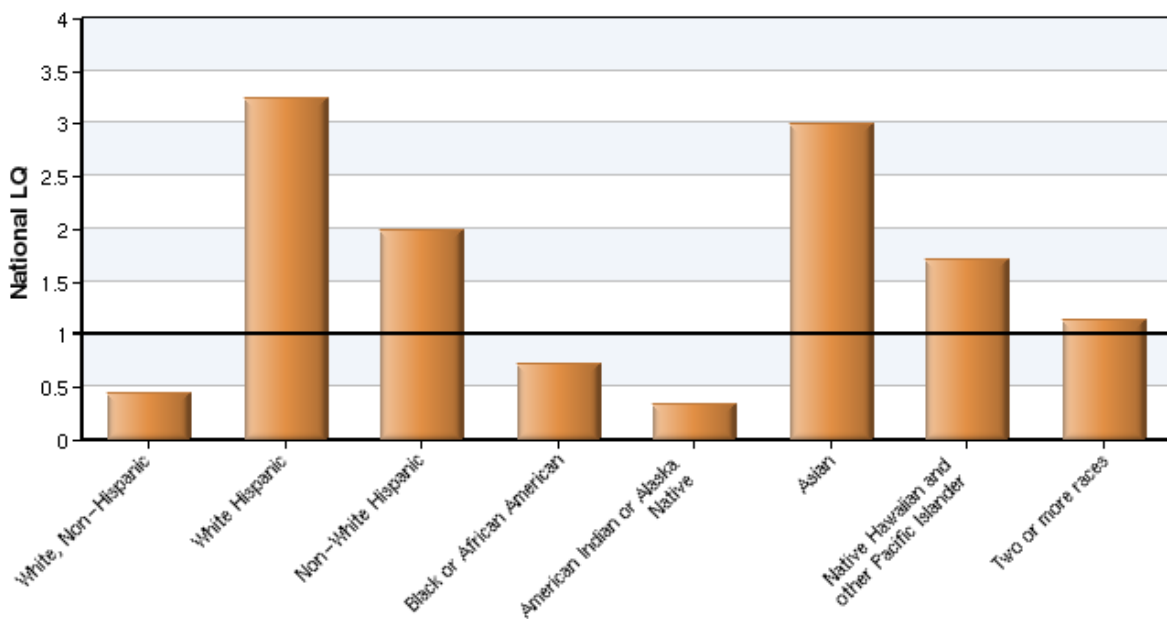


Source: EMSI Complete Employment - 1st Quarter 2010.

Population by Race/Ethnicity Details



Race/Ethnicity	2007 Population	2010 Population	Change	Change %	2007 LQ (State)	2007 LQ (Nation)
White, Non-Hispanic	2,866,810	2,802,814	-63,996	-2%	0.68	0.44
White Hispanic	4,403,866	4,631,610	227,744	5%	1.32	3.23
Non-White Hispanic	190,670	200,801	10,131	5%	1.15	1.97
Black or African American	857,802	842,157	-15,645	-2%	1.44	0.72
American Indian or Alaska Native	24,874	24,289	-585	-2%	0.48	0.33
Asian	1,255,268	1,311,112	55,844	4%	1.06	2.99
Native Hawaiian and other Pacific Islander	23,703	23,951	248	1%	0.72	1.71
Two or more races	184,830	195,903	11,073	6%	0.74	1.14



Source: EMSI Complete Employment - 1st Quarter 2010.

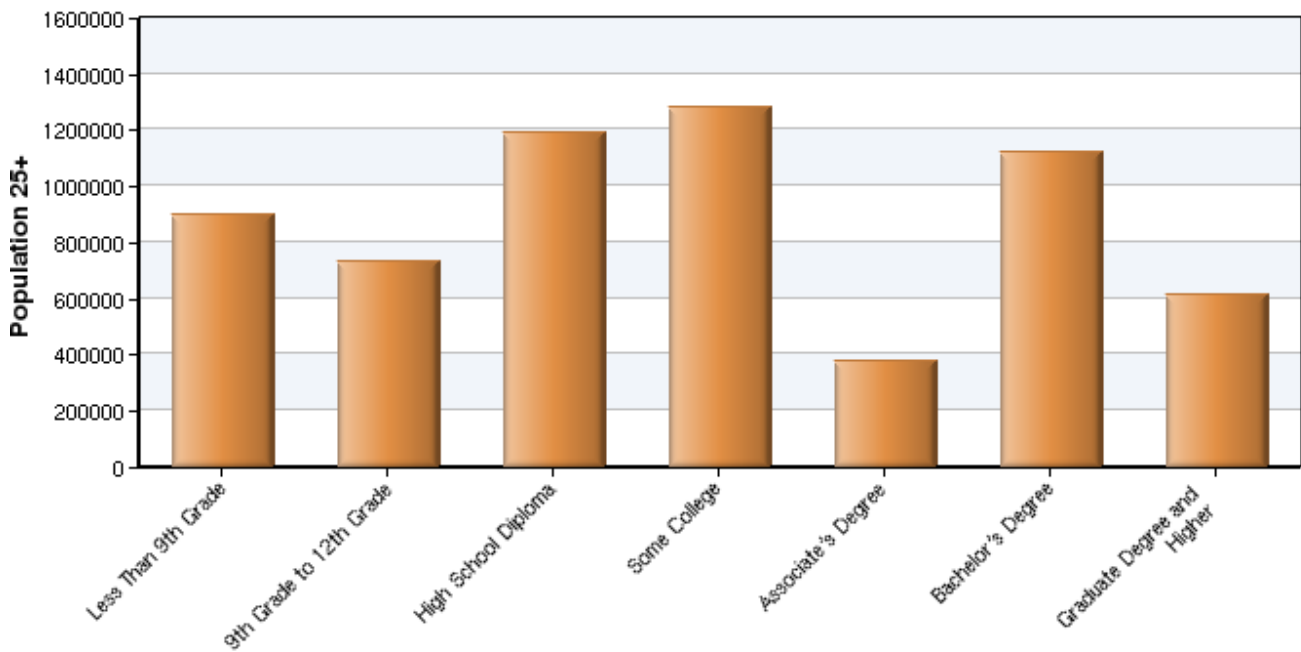
EDUCATIONAL ATTAINMENT

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 above average compared to the nation.

	% of Region	% of State	% of Nation
Less Than High School Diploma	26.3%	19.8%	15.5%
High School Diploma or Some College	39.7%	43.7%	50.6%
College Degree	34.0%	36.5%	33.9%



Educational Attainment Totals, Detail

Educational Level	2007 Total (age 25+)	% of Region (age 25+)	% of State (age 25+)	% of Nation (age 25+)
Less Than 9th Grade	900,734	14.5%	10.1%	5.8%
9th Grade to 12th Grade	733,611	11.8%	9.7%	9.7%
High School Diploma	1,186,103	19.1%	20.2%	28.5%
Some College	1,283,275	20.6%	23.5%	22.1%
Associate's Degree	376,417	6.1%	7.0%	6.4%
Bachelor's Degree	1,119,244	18.0%	18.9%	17.5%
Graduate Degree and Higher	615,539	9.9%	10.6%	10.0%
	6,214,923	100%	100%	100%

Source: EMSI Complete Employment - 1st Quarter 2010.

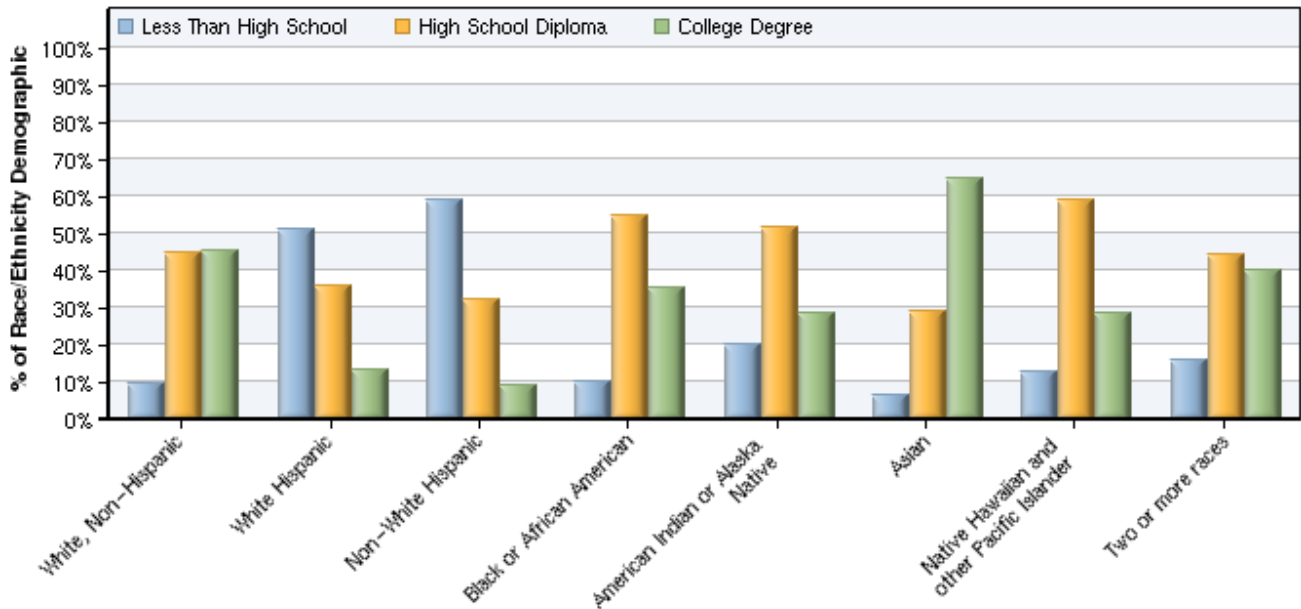
Educational Attainment by Race/Ethnicity

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	2.3	9.1
White Hispanic	-2.5	-6.6
Non-White Hispanic	-2.2	-6.4
Black or African American	1.7	10.9
American Indian or Alaska Native	2.1	6.4
Asian	2.9	3.8
Native Hawaiian and other Pacific Islander	1.2	2.3
Two or more races	1.8	7.1

REGIONAL ATTAINMENT BY RACE/ETHNICITY, DETAIL



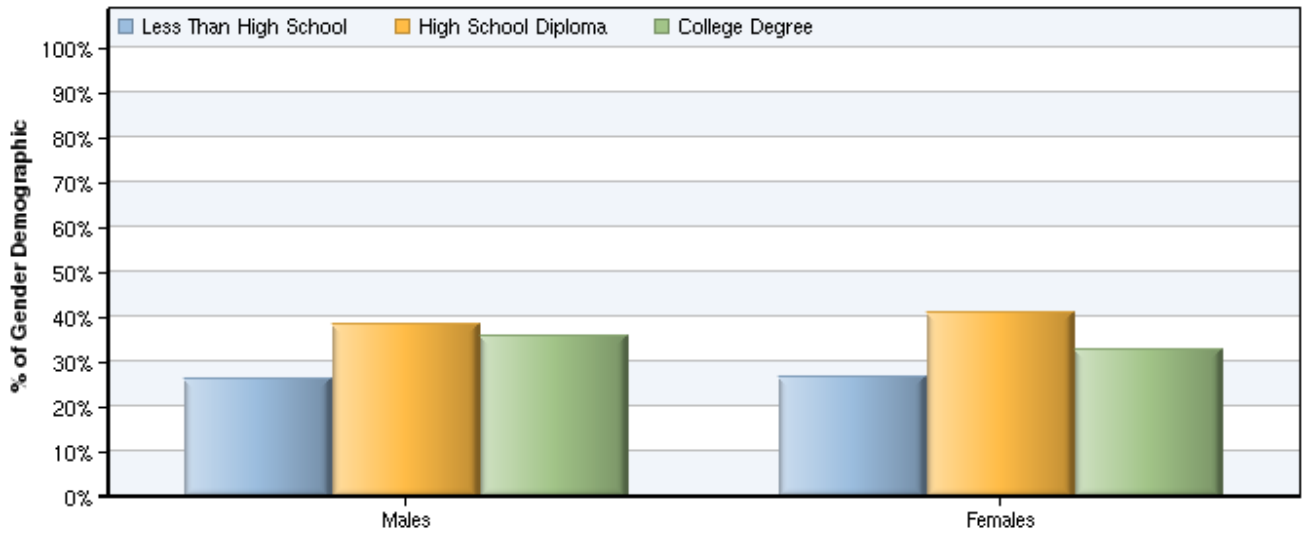
Race/Ethnicity	2007 Persons (age 25+)	Less Than High School	HS Diploma or Some College	College Degree
White, Non-Hispanic	2,138,014	205,595	961,126	971,294
White Hispanic	2,416,763	1,237,944	862,077	316,743
Non-White Hispanic	104,110	61,561	33,396	9,153
Black or African American	547,258	53,923	299,328	194,007
American Indian or Alaska Native	17,197	3,412	8,857	4,928
Asian	895,312	57,383	259,912	578,017
Native Hawaiian and other Pacific Islander	14,351	1,790	8,445	4,116
Two or more races	81,916	12,738	36,237	32,942
	6,214,923	1,634,346	2,469,378	2,111,199

Source: EMSI Complete Employment - 1st Quarter 2010.

Educational Attainment by Gender

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

	2007 Total (age 25+)	Less Than High School	High School Diploma	College Degree
Males	3,022,281	26.1%	38.3%	35.6%
Females	3,192,641	26.5%	41.1%	32.4%



Source: EMSI Complete Employment - 1st Quarter 2010.

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

- Local government
- Full-service restaurants
- Private households
- Limited-service eating places
- Motion picture and video production

High-Growth Industries

- Private households
- Local government
- Offices of real estate agents and brokers
- Offices of physicians
- Colleges, universities, and professional schools

Concentrated Industries

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

- Motion picture and video production
- Port and harbor operations
- Postproduction and other related industries
- Cut and sew apparel contractors
- Women's cut and sew apparel manufacturing

Competitive Industries

These industries are outperforming national trends:

- Professional employer organizations
- Supermarkets and other grocery stores
- Elementary and secondary schools
- Employment placement agencies
- Women's and children's clothing merch. whls.

Critical Occupations in High-Growth Industries

Private households:

- Maids and housekeeping cleaners
- Child care workers
- Personal and home care aides
- Laborers and freight, stock, and material movers, hand
- Personal care and service workers, all other

Local government:

- Elementary school teachers, except special education
- Postsecondary teachers
- Teacher assistants
- Police and sheriff's patrol officers
- Office clerks, general

Offices of real estate agents and brokers:

- Real estate sales agents
- Real estate brokers
- Property, real estate, and community association managers
- Appraisers and assessors of real estate
- Chief executives

Offices of physicians:

- Physicians and surgeons
- Medical assistants
- Medical secretaries
- Registered nurses
- Office clerks, general

Colleges, universities, and professional schools:

- Postsecondary teachers
- Elementary school teachers, except special education
- Teacher assistants
- Secondary school teachers, except special and vocational education
- Teachers and instructors, all other

REGIONAL INDUSTRIES: DETAILED DATA

Industry Sectors, Region and State, 2007 – 2010

The following table summarizes the region's economy in comparison to the state's. Broad industry sectors are sorted by total 2007 jobs.

NAICS Code	Description	REGION					STATE				
		2007 Jobs	2010 Jobs	Change	% Change	EPW	State 2007	State 2010	State % Change	State EPW	
90	Government	596,927	609,742	12,815	2%	\$73,965	2,633,205	2,703,499	3%	\$73,154	
44-45	Retail trade	547,910	525,968	-21,942	-4%	\$36,624	2,095,685	1,967,155	-6%	\$36,455	
62	Health care and social assistance	504,624	551,224	46,600	9%	\$53,734	1,747,831	1,918,836	10%	\$55,542	
31-33	Manufacturing	475,015	403,341	-71,674	-15%	\$70,027	1,544,050	1,365,190	-12%	\$82,513	
54	Professional and technical services	466,267	473,922	7,655	2%	\$79,582	1,753,995	1,845,650	5%	\$78,949	
81	Other services, except public administration	406,846	418,064	11,218	3%	\$27,818	1,217,480	1,273,232	5%	\$29,939	
56	Administrative and waste services	398,343	372,688	-25,655	-6%	\$33,837	1,347,906	1,267,796	-6%	\$36,316	
72	Accommodation and food services	360,809	360,834	25	0%	\$24,241	1,412,393	1,414,997	0%	\$23,531	
53	Real estate and rental and leasing	288,434	312,404	23,970	8%	\$29,594	1,069,510	1,146,158	7%	\$27,456	
42	Wholesale trade	279,761	267,623	-12,138	-4%	\$70,843	807,156	771,946	-4%	\$76,538	
52	Finance and insurance	261,565	250,695	-10,870	-4%	\$82,393	973,699	929,339	-5%	\$79,960	
23	Construction	254,490	216,712	-37,778	-15%	\$60,070	1,250,865	998,582	-20%	\$68,066	
51	Information	251,628	242,954	-8,674	-3%	\$93,622	556,786	538,765	-3%	\$99,530	
48-49	Transportation and warehousing	229,813	220,272	-9,541	-4%	\$56,013	693,839	678,997	-2%	\$55,697	
71	Arts, entertainment, and recreation	192,739	200,756	8,017	4%	\$59,069	528,584	551,978	4%	\$39,120	
61	Educational services	140,241	158,656	18,415	13%	\$40,290	407,838	447,853	10%	\$38,011	
55	Management of companies and enterprises	60,484	52,533	-7,951	-13%	\$109,817	216,646	196,048	-10%	\$105,619	
22	Utilities	13,748	14,407	659	5%	\$124,301	60,252	62,413	4%	\$126,020	
21	Mining	11,430	12,396	966	8%	\$108,351	44,826	47,874	7%	\$99,318	
11	Agriculture, forestry, fishing and hunting	9,577	8,703	-874	-9%	\$34,804	444,952	426,632	-4%	\$32,019	
		5,750,649	5,673,895	-76,754	-1%	\$56,108	20,807,499	20,552,940	-1%	\$56,658	

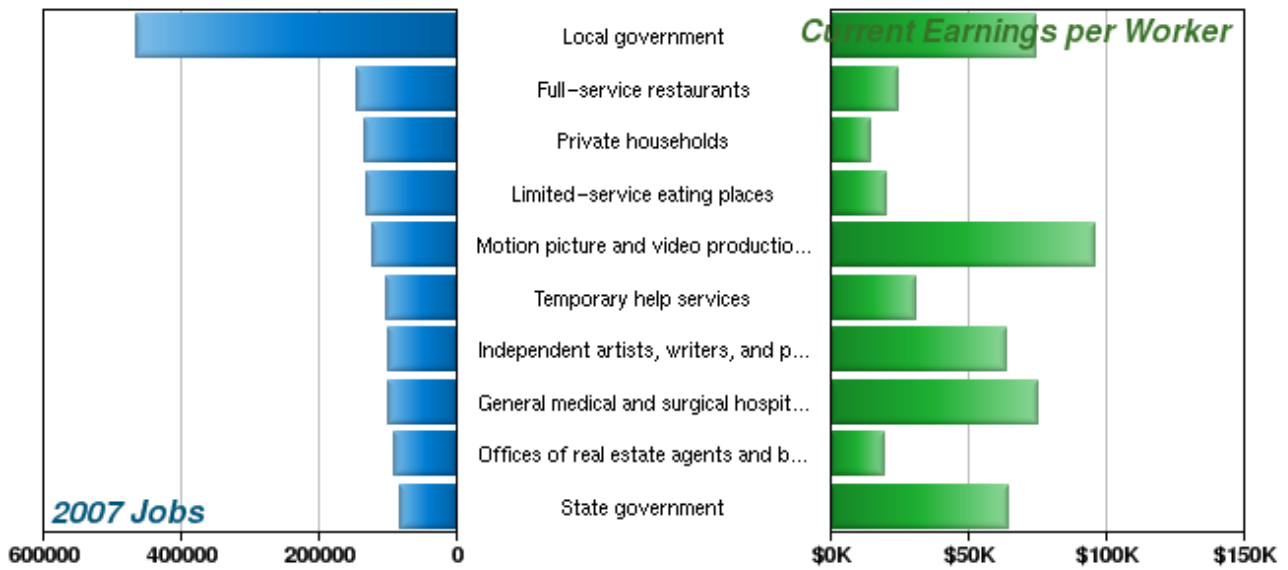
Source: EMSI Complete Employment - 1st Quarter 2010.

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, 2007

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

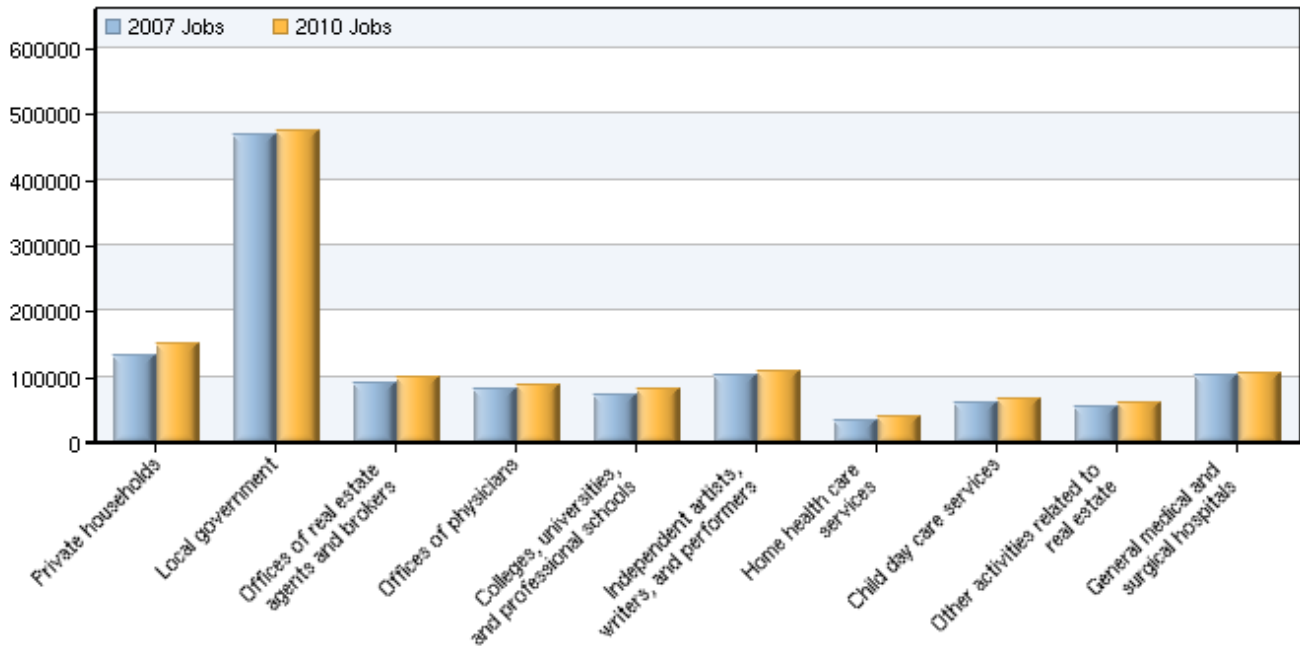


NAICS Code	Description	2007 Jobs	2010 Jobs	Change	% Change	Current EPW
93000	Local government	466,611	475,236	8,625	2%	\$74,392
72211	Full-service restaurants	144,477	140,756	-3,721	-3%	\$24,456
81411	Private households	133,391	149,448	16,057	12%	\$14,571
72221	Limited-service eating places	131,316	135,666	4,350	3%	\$19,724
51211	Motion picture and video production	122,278	121,966	-312	0%	\$95,557
56132	Temporary help services	101,783	68,289	-33,494	-33%	\$30,864
71151	Independent artists, writers, and performers	100,630	107,930	7,300	7%	\$63,874
62211	General medical and surgical hospitals	100,509	106,437	5,928	6%	\$75,264
53121	Offices of real estate agents and brokers	90,224	98,384	8,160	9%	\$19,605
92000	State government	83,884	86,791	2,907	3%	\$64,285
62111	Offices of physicians	80,877	88,487	7,610	9%	\$93,893
44511	Supermarkets and other grocery stores	74,386	78,422	4,036	5%	\$36,570
61131	Colleges, universities, and professional schools	72,334	79,786	7,452	10%	\$42,828
54121	Accounting and bookkeeping services	71,336	63,710	-7,626	-11%	\$60,122
54111	Offices of lawyers	62,937	65,513	2,576	4%	\$113,314
56172	Janitorial services	62,871	66,028	3,157	5%	\$16,906
55111	Management of companies and enterprises	60,484	52,533	-7,951	-13%	\$109,817
62441	Child day care services	60,429	67,372	6,943	11%	\$17,231
53139	Other activities related to real estate	54,741	61,467	6,726	12%	\$14,512
45211	Department stores	48,753	45,222	-3,531	-7%	\$25,289

Source: EMSI Complete Employment - 1st Quarter 2010.

Highest Growth Regional Industries, 2007 – 2010

These industries are projected to add the most total jobs.



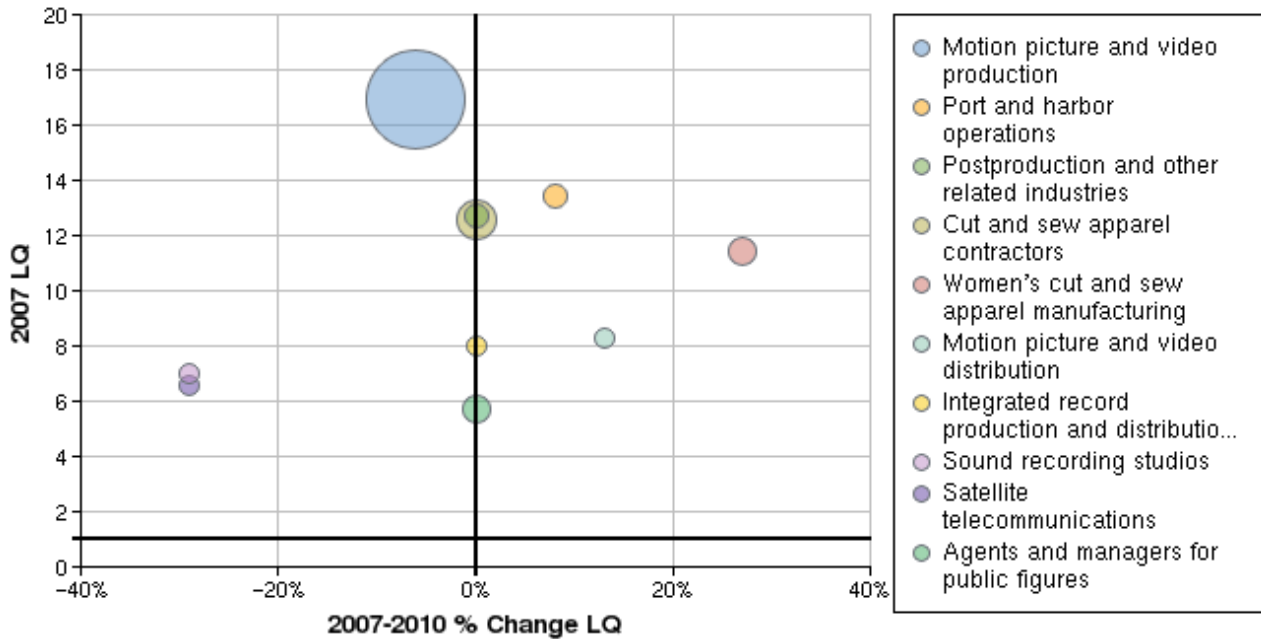
NAICS Code	Description	2007 Jobs	2010 Jobs	Change	% Change	Current EPW
81411	Private households	133,391	149,448	16,057	12%	\$14,571
93000	Local government	466,611	475,236	8,625	2%	\$74,392
53121	Offices of real estate agents and brokers	90,224	98,384	8,160	9%	\$19,605
62111	Offices of physicians	80,877	88,487	7,610	9%	\$93,893
61131	Colleges, universities, and professional schools	72,334	79,786	7,452	10%	\$42,828
71151	Independent artists, writers, and performers	100,630	107,930	7,300	7%	\$63,874
62161	Home health care services	31,945	39,147	7,202	23%	\$30,673
62441	Child day care services	60,429	67,372	6,943	11%	\$17,231
53139	Other activities related to real estate	54,741	61,467	6,726	12%	\$14,512
62211	General medical and surgical hospitals	100,509	106,437	5,928	6%	\$75,264
61111	Elementary and secondary schools	36,590	42,388	5,798	16%	\$40,798
54169	Other technical consulting services	30,485	34,840	4,355	14%	\$60,618
72221	Limited-service eating places	131,316	135,666	4,350	3%	\$19,724
56161	Security and armored car services	47,651	51,925	4,274	9%	\$27,145
53131	Real estate property managers	33,202	37,405	4,203	13%	\$36,724
44511	Supermarkets and other grocery stores	74,386	78,422	4,036	5%	\$36,570
54151	Computer systems design and related services	45,739	49,325	3,586	8%	\$81,597
62412	Services for the elderly and disabled	13,391	16,670	3,279	24%	\$26,663
62311	Nursing care facilities	37,822	41,012	3,190	8%	\$35,099
56172	Janitorial services	62,871	66,028	3,157	5%	\$16,906

Source: EMSI Complete Employment - 1st Quarter 2010.

Most Concentrated Regional Industries, 2007 – 2010

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.



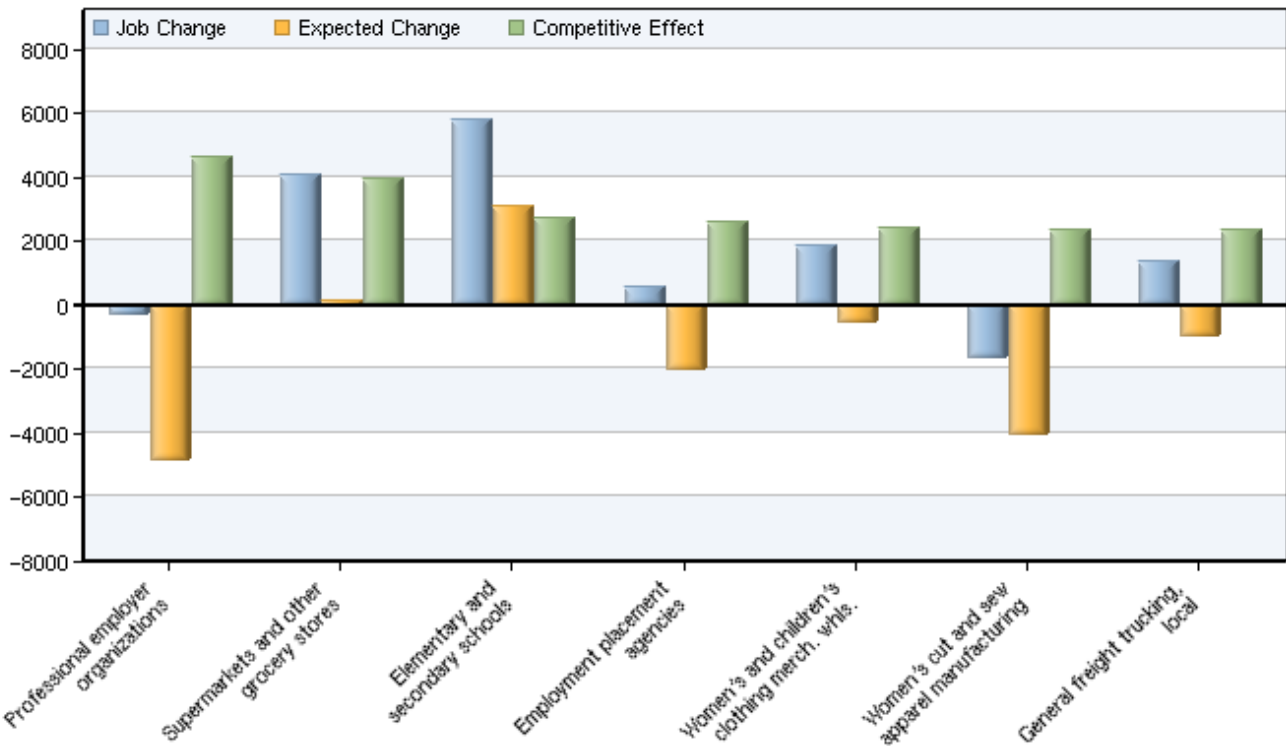
NAICS Code	Description	2007 Jobs	2010 Jobs	2007 LQ	2007-2010 % Change in LQ	Current EPW
51211	Motion picture and video production	122,278	121,966	16.90	-6%	\$95,557
48831	Port and harbor operations	10,800	10,205	13.44	8%	\$116,274
51219	Postproduction and other related industries	9,467	9,499	12.75	0%	\$128,776
31521	Cut and sew apparel contractors	34,599	25,002	12.55	0%	\$33,101
31523	Women's cut and sew apparel manufacturing	17,872	16,201	11.46	27%	\$48,331
51212	Motion picture and video distribution	2,325	2,421	8.25	13%	\$168,046
51222	Integrated record production and distribution	1,675	1,512	8.01	0%	\$98,093
51224	Sound recording studios	3,632	2,339	7.02	-29%	\$53,011
51741	Satellite telecommunications	3,374	2,241	6.57	-29%	\$74,449
71141	Agents and managers for public figures	12,584	13,771	5.70	0%	\$97,768
42431	Piece goods merchant wholesalers	5,072	5,234	5.05	20%	\$61,810
31331	Textile and fabric finishing mills	7,076	6,089	5.00	40%	\$35,065
42433	Women's and children's clothing merch. whls.	12,831	14,651	4.97	20%	\$60,916
51229	Other sound recording industries	1,005	451	4.54	-60%	\$75,276
52219	Other depository credit intermediation	3,065	1,813	4.50	-40%	\$109,583
31599	Accessories and other apparel manufacturing	3,080	2,233	4.26	0%	\$56,089
42392	Toy and hobby goods merchant wholesalers	4,634	4,116	4.10	0%	\$77,975
42499	Other nondurable goods merchant wholesalers	20,007	18,335	4.08	0%	\$67,783
54149	Other specialized design services	5,041	6,246	4.05	0%	\$60,650
31529	Other cut and sew apparel manufacturing	2,869	2,160	4.00	0%	\$65,185

Source: EMSI Complete Employment - 1st Quarter 2010.

Most Competitive Regional Industries, 2007 – 2010

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
56133	Professional employer organizations	-291	-4,826	-58	-4,885	4,593
44511	Supermarkets and other grocery stores	4,036	393	-278	115	3,921
61111	Elementary and secondary schools	5,799	3,241	-137	3,104	2,695
56131	Employment placement agencies	546	-1,967	-51	-2,018	2,563
42433	Women's and children's clothing merch. whls.	1,820	-522	-48	-570	2,390
31523	Women's cut and sew apparel manufacturing	-1,671	-3,965	-67	-4,032	2,361
48411	General freight trucking, local	1,328	-911	-104	-1,015	2,343
33621	Motor vehicle body and trailer manufacturing	1,510	-784	-9	-793	2,303
61131	Colleges, universities, and professional schools	7,452	5,470	-271	5,199	2,253
56161	Security and armored car services	4,275	2,448	-178	2,270	2,005
42441	General line grocery merchant wholesalers	2,054	118	-20	98	1,956
33272	Turned product and screw, nut, and bolt mfg.	833	-958	-21	-979	1,812
54111	Offices of lawyers	2,576	1,162	-236	926	1,649
53121	Offices of real estate agents and brokers	8,160	6,926	-338	6,588	1,572
31331	Textile and fabric finishing mills	-987	-2,332	-26	-2,358	1,371
62441	Child day care services	6,943	5,856	-226	5,630	1,313
62161	Home health care services	7,202	6,030	-120	5,910	1,292
54181	Advertising agencies	1,134	-74	-66	-140	1,275

Industries With Highest Competitive Effect (Cont.)

NAICS Code	Description	Job Change	Ind. Mix Effect	Natl. Effect	Expected Change	Competitive Effect
62311	Nursing care facilities	3,191	2,103	-142	1,961	1,229
61171	Educational support services	2,486	1,290	-22	1,267	1,218

Source: EMSI Complete Employment - 1st Quarter 2010.

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 2007 to 2010. 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
Maids and housekeeping cleaners	9,204	\$9.78	ST OJT
Child care workers	4,196	\$9.01	ST OJT
Personal and home care aides	1,749	\$9.57	ST OJT
Laborers and freight, stock, and material movers, hand	111	\$10.86	ST OJT
Personal care and service workers, all other	64	\$12.81	ST OJT
First-line supervisors/managers of housekeeping and janitorial workers	62	\$10.72	Exp. in Field
Licensed practical and licensed vocational nurses	60	\$21.90	PS Award
Landscaping and groundskeeping workers	57	\$11.25	ST OJT
Janitors and cleaners, except maids and housekeeping cleaners	50	\$10.37	ST OJT
Nursing aides, orderlies, and attendants	37	\$11.50	PS Award

Source: EMSI Complete Employment - 1st Quarter 2010.

Critical Occupations: Local government

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Elementary school teachers, except special education	1,192	\$34.68	Bachelor's
Postsecondary teachers	415	\$40.85	N/A
Teacher assistants	414	\$17.05	ST OJT
Police and sheriff's patrol officers	389	\$37.34	LT OJT
Office clerks, general	356	\$12.61	ST OJT
Teachers and instructors, all other	319	\$22.56	Bachelor's
Self-enrichment education teachers	303	\$12.36	Exp. in Field
Fire fighters	286	\$37.75	LT OJT
Secondary school teachers, except special and vocational education	285	\$39.07	Bachelor's
Registered nurses	214	\$37.70	Associate's

Source: EMSI Complete Employment - 1st Quarter 2010.

Critical Occupations: Offices of real estate agents and brokers

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Real estate sales agents	2,988	\$8.50	PS Award
Real estate brokers	2,913	\$8.49	Exp. in Field
Property, real estate, and community association managers	1,561	\$9.67	Bachelor's
Appraisers and assessors of real estate	618	\$10.61	PS Award
Chief executives	146	\$42.31	DG + Exp.
Building cleaning workers, all other	134	\$8.03	ST OJT
Managers, all other	42	\$24.46	Exp. in Field
First-line supervisors/managers of non-retail sales workers	31	\$26.23	Exp. in Field
Accountants and auditors	25	\$25.12	Bachelor's
Legal secretaries	23	\$22.03	PS Award

Source: EMSI Complete Employment - 1st Quarter 2010.

Critical Occupations: Offices of physicians

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Physicians and surgeons	1,919	\$67.00	Prof. DG
Medical assistants	1,277	\$14.22	MT OJT
Medical secretaries	789	\$14.68	PS Award
Registered nurses	718	\$37.70	Associate's
Office clerks, general	306	\$12.61	ST OJT
Licensed practical and licensed vocational nurses	252	\$21.90	PS Award
First-line supervisors/managers of office and administrative support workers	236	\$23.19	Exp. in Field
Receptionists and information clerks	205	\$12.39	ST OJT
Billing and posting clerks and machine operators	177	\$15.65	MT OJT
Secretaries, except legal, medical, and executive	166	\$15.26	MT OJT

Source: EMSI Complete Employment - 1st Quarter 2010.

Critical Occupations: Colleges, universities, and professional schools

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Postsecondary teachers	1,076	\$40.85	N/A
Elementary school teachers, except special education	854	\$34.68	Bachelor's
Teacher assistants	604	\$17.05	ST OJT
Secondary school teachers, except special and vocational education	478	\$39.07	Bachelor's
Teachers and instructors, all other	392	\$22.56	Bachelor's
Self-enrichment education teachers	285	\$12.36	Exp. in Field
Adult literacy, remedial education, and GED teachers and instructors	261	\$25.11	Bachelor's
Office clerks, general	249	\$12.61	ST OJT
Middle school teachers, except special and vocational education	200	\$32.03	Bachelor's
Executive secretaries and administrative assistants	139	\$20.19	MT OJT

Source: EMSI Complete Employment - 1st Quarter 2010.

Critical Occupations: Independent artists, writers, and performers

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Writers and authors	1,456	\$14.57	Bachelor's
Musicians and singers	700	\$13.14	LT OJT
Music directors and composers	696	\$12.16	DG + Exp.
Multi-media artists and animators	392	\$22.53	Bachelor's
Art directors	392	\$22.45	DG + Exp.
Fine artists, including painters, sculptors, and illustrators	391	\$13.56	LT OJT
Craft artists	390	\$12.23	LT OJT
Artists and related workers, all other	390	\$14.10	LT OJT
Photographers	303	\$19.32	LT OJT
Entertainers and performers, sports and related workers, all other	295	\$13.26	LT OJT

Source: EMSI Complete Employment - 1st Quarter 2010.

Critical Occupations: Home health care services

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Personal and home care aides	1,864	\$9.57	ST OJT
Home health aides	1,611	\$10.07	ST OJT
Nursing aides, orderlies, and attendants	854	\$11.50	PS Award
Psychiatric aides	666	\$11.36	ST OJT
Registered nurses	621	\$37.70	Associate's
Licensed practical and licensed vocational nurses	330	\$21.90	PS Award
Medical and health services managers	216	\$37.59	DG + Exp.
Physical therapists	141	\$33.26	Master's
Office clerks, general	69	\$12.61	ST OJT
Medical and public health social workers	66	\$24.55	Bachelor's

Source: EMSI Complete Employment - 1st Quarter 2010.

Critical Occupations: Child day care services

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Child care workers	5,592	\$9.01	ST OJT
Preschool teachers, except special education	625	\$12.18	PS Award
Kindergarten teachers, except special education	148	\$28.68	Bachelor's
Teacher assistants	131	\$17.05	ST OJT
Education administrators, preschool and child care center/program	81	\$15.48	DG + Exp.
Education administrators, elementary and secondary school	55	\$57.88	DG + Exp.
Education administrators, postsecondary	55	\$28.39	DG + Exp.
Education administrators, all other	55	\$26.08	DG + Exp.
Personal and home care aides	23	\$9.57	ST OJT
Cooks, institution and cafeteria	14	\$12.05	MT OJT

Source: EMSI Complete Employment - 1st Quarter 2010.

Critical Occupations: Other activities related to real estate

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Real estate brokers	2,430	\$8.49	Exp. in Field
Real estate sales agents	2,424	\$8.50	PS Award
Property, real estate, and community association managers	1,207	\$9.67	Bachelor's
Appraisers and assessors of real estate	482	\$10.61	PS Award
Chief executives	118	\$42.31	DG + Exp.
Building cleaning workers, all other	109	\$8.03	ST OJT
Managers, all other	34	\$24.46	Exp. in Field
First-line supervisors/managers of non-retail sales workers	29	\$26.23	Exp. in Field
Bookkeeping, accounting, and auditing clerks	23	\$17.01	MT OJT
Legal secretaries	19	\$22.03	PS Award

Source: EMSI Complete Employment - 1st Quarter 2010.

Critical Occupations: General medical and surgical hospitals

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Registered nurses	2,124	\$37.70	Associate's
Nursing aides, orderlies, and attendants	352	\$11.50	PS Award
Medical secretaries	217	\$14.68	PS Award
Medical assistants	213	\$14.22	MT OJT
Interviewers, except eligibility and loan	199	\$15.04	ST OJT
Licensed practical and licensed vocational nurses	188	\$21.90	PS Award
Respiratory therapists	168	\$30.87	Associate's
Physicians and surgeons	126	\$67.00	Prof. DG
Office clerks, general	124	\$12.61	ST OJT
Healthcare support workers, all other	115	\$15.28	ST OJT

Source: EMSI Complete Employment - 1st Quarter 2010.

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 2007 are:

- Office and administrative support occupations
- Sales and related occupations
- Management occupations
- Transportation and material moving occupations
- Production occupations

Specific Occupations Providing the Most Jobs

The largest specific occupations are:

- First-line supervisors/managers of retail sales workers
- Bookkeeping, accounting, and auditing clerks
- Executive secretaries and administrative assistants
- Managers, all other
- Real estate sales agents

High-Growth Occupations

The occupations with the most total new jobs from 2007 to 2010 are:

- Real estate sales agents
- Real estate brokers
- Property, real estate, and community association managers
- Registered nurses
- Elementary school teachers, except special education

Occupations with Most Total Openings

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

- Real estate sales agents
- Real estate brokers
- Registered nurses
- Property, real estate, and community association managers
- Elementary school teachers, except special education

REGIONAL OCCUPATIONS: DETAILED DATA

Major Occupation Groups, Region and State, 2007 – 2010

The following table summarizes regional occupations by major group, sorted by total 2007 jobs.

SOC Code	Description	REGION				STATE				
		2007 Jobs	2010 Jobs	Change	% Change	Repl. Jobs	Median Earnings	State 2007	State 2010	State Median Earnings
43	Office and administrative support occupations	902,197	861,644	-40,553	-4%	51,210	\$15.78	2,981,157	2,866,005	\$16.21
41	Sales and related occupations	743,725	739,663	-4,062	-1%	55,078	\$14.53	2,734,783	2,693,634	\$14.49
11	Management occupations	416,634	414,917	-1,717	0%	28,142	\$34.41	1,586,589	1,577,288	\$33.11
53	Transportation and material moving occupations	360,869	338,764	-22,105	-6%	24,291	\$14.45	1,177,192	1,113,820	\$15.17
51	Production occupations	355,957	307,558	-48,399	-14%	16,687	\$13.45	1,063,994	946,559	\$14.68
35	Food preparation and serving related occupations	334,490	336,214	1,724	1%	36,019	\$9.66	1,312,263	1,324,674	\$9.74
27	Arts, design, entertainment, sports, and media occupations	325,677	333,853	8,176	3%	23,692	\$19.63	779,472	800,522	\$17.34
13	Business and financial operations occupations	316,207	313,980	-2,227	-1%	17,189	\$24.84	1,150,177	1,165,057	\$24.57
25	Education, training, and library occupations	306,066	324,184	18,118	6%	20,325	\$29.08	1,119,620	1,171,386	\$29.77
39	Personal care and service occupations	243,597	257,287	13,690	6%	18,868	\$10.96	785,882	843,340	\$11.38
37	Building and grounds cleaning and maintenance occupations	239,674	249,445	9,771	4%	12,357	\$10.03	896,302	931,017	\$10.21
47	Construction and extraction occupations	217,950	188,478	-29,472	-14%	8,920	\$22.28	1,068,416	875,417	\$24.61
29	Healthcare practitioners and technical occupations	210,532	223,877	13,345	6%	13,429	\$35.97	742,909	796,258	\$37.09
49	Installation, maintenance, and repair occupations	170,754	161,765	-8,989	-5%	9,435	\$19.83	625,997	589,003	\$21.15
15	Computer and mathematical science occupations	108,803	107,914	-889	-1%	5,585	\$33.12	480,250	493,945	\$35.42
31	Healthcare support occupations	108,207	117,007	8,800	8%	3,870	\$12.78	386,600	420,360	\$13.44
33	Protective service occupations	106,039	110,733	4,694	4%	8,637	\$19.96	355,520	364,920	\$22.82
17	Architecture and engineering occupations	85,754	81,547	-4,207	-5%	5,115	\$37.64	368,966	355,871	\$37.02
21	Community and social services occupations	64,311	68,268	3,957	6%	4,332	\$18.87	250,814	264,904	\$19.19
23	Legal occupations	58,690	60,043	1,353	2%	2,996	\$44.64	187,483	191,795	\$39.86
19	Life, physical, and social science occupations	48,540	51,360	2,820	6%	4,300	\$26.57	235,514	252,878	\$28.93
55	Military Occupations	18,331	18,373	42	0%	1,257	\$11.54	217,925	224,856	\$17.04
45	Farming, fishing, and forestry occupations	7,643	7,023	-620	-8%	553	\$11.28	299,675	289,432	\$9.48
		5,750,649	5,673,895	-76,754	-1%	372,287	\$19.62	20,807,499	20,552,940	\$20.06

Source: EMSI Complete Employment - 1st Quarter 2010.

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, 2007

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	2007 Jobs	2010 Jobs	Change	% Change	Repl. Jobs	Median Earnings	Education Level
41-1011	First-line supervisors/managers of retail sales workers	77,489	76,205	-1,284	-2%	4,777	\$16.31	Exp. in Field
43-3031	Bookkeeping, accounting, and auditing clerks	72,823	69,620	-3,203	-4%	2,462	\$17.01	MT OJT
43-6011	Executive secretaries and administrative assistants	72,329	70,457	-1,872	-3%	2,788	\$20.19	MT OJT
11-9199	Managers, all other	69,040	70,007	967	1%	5,278	\$24.46	Exp. in Field
41-9022	Real estate sales agents	66,165	74,353	8,188	12%	3,405	\$8.50	PS Award
41-9021	Real estate brokers	64,960	73,109	8,149	13%	3,345	\$8.49	Exp. in Field
43-4051	Customer service representatives	64,700	62,274	-2,426	-4%	5,778	\$15.72	MT OJT
29-1111	Registered nurses	63,950	67,897	3,947	6%	3,451	\$37.70	Associate's
13-2011	Accountants and auditors	63,437	61,451	-1,986	-3%	3,042	\$25.12	Bachelor's
43-1011	First-line supervisors/managers of office and administrative support workers	59,855	57,934	-1,921	-3%	3,848	\$23.19	Exp. in Field
25-2021	Elementary school teachers, except special education	56,052	59,301	3,249	6%	3,940	\$34.68	Bachelor's
41-4012	Sales representatives, wholesale and manufacturing, except technical and scientific products	55,445	52,742	-2,703	-5%	3,603	\$27.04	MT OJT
11-9141	Property, real estate, and community association managers	48,349	53,023	4,674	10%	2,579	\$9.67	Bachelor's
13-1199	Business operation specialists, all other	43,512	42,849	-663	-2%	2,815	\$30.32	Bachelor's
47-2061	Construction laborers	42,293	36,907	-5,386	-13%	707	\$18.31	MT OJT
53-3032	Truck drivers, heavy and tractor-trailer	41,683	40,975	-708	-2%	2,131	\$18.77	MT OJT
43-6014	Secretaries, except legal, medical, and executive	39,244	37,887	-1,357	-3%	1,507	\$15.26	MT OJT
41-1012	First-line supervisors/managers of non-retail sales workers	38,568	38,553	-15	0%	2,328	\$26.23	Exp. in Field
25-2031	Secondary school teachers, except special and vocational education	37,904	39,388	1,484	4%	3,366	\$39.07	Bachelor's
51-6031	Sewing machine operators	37,439	29,259	-8,180	-22%	540	\$9.40	MT OJT

Source: EMSI Complete Employment - 1st Quarter 2010.

Top-Ranked Occupations by Total Growth, 2007 – 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	2007 Jobs	2010 Jobs	Change	% Change	Repl. Jobs	Median Earnings	Education Level
41-9022	Real estate sales agents	66,165	74,353	8,188	12%	3,405	\$8.50	PS Award
41-9021	Real estate brokers	64,960	73,109	8,149	13%	3,345	\$8.49	Exp. in Field
11-9141	Property, real estate, and community association managers	48,349	53,023	4,674	10%	2,579	\$9.67	Bachelor's
29-1111	Registered nurses	63,950	67,897	3,947	6%	3,451	\$37.70	Associate's
25-2021	Elementary school teachers, except special education	56,052	59,301	3,249	6%	3,940	\$34.68	Bachelor's
31-1012	Nursing aides, orderlies, and attendants	34,457	36,904	2,447	7%	1,070	\$11.50	PS Award
13-2052	Personal financial advisors	26,190	28,223	2,033	8%	848	\$11.94	Bachelor's
27-3043	Writers and authors	27,578	29,321	1,743	6%	1,772	\$14.57	Bachelor's
31-9092	Medical assistants	20,598	22,325	1,727	8%	714	\$14.22	MT OJT
13-2021	Appraisers and assessors of real estate	14,499	16,203	1,704	12%	826	\$10.61	PS Award
43-6013	Medical secretaries	25,861	27,476	1,615	6%	1,066	\$14.68	PS Award
25-2031	Secondary school teachers, except special and vocational education	37,904	39,388	1,484	4%	3,366	\$39.07	Bachelor's
25-3099	Teachers and instructors, all other	19,674	20,990	1,316	7%	945	\$22.56	Bachelor's
11-9051	Food service managers	22,899	24,213	1,314	6%	1,354	\$17.07	Exp. in Field
25-3021	Self-enrichment education teachers	12,455	13,674	1,219	10%	612	\$12.36	Exp. in Field
29-2061	Licensed practical and licensed vocational nurses	21,443	22,573	1,130	5%	2,053	\$21.90	PS Award
11-9199	Managers, all other	69,040	70,007	967	1%	5,278	\$24.46	Exp. in Field
25-2011	Preschool teachers, except special education	16,994	17,902	908	5%	1,037	\$12.18	PS Award
27-2042	Musicians and singers	15,318	16,218	900	6%	949	\$13.14	LT OJT
25-3011	Adult literacy, remedial education, and GED teachers and instructors	11,494	12,306	812	7%	556	\$25.11	Bachelor's

Source: EMSI Complete Employment - 1st Quarter 2010.

Top-Ranked Occupations by New + Repl. Jobs, 2007 – 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	2007 Jobs	2010 Jobs	New + Repl. Jobs	Median Earnings	Education Level
41-9022	Real estate sales agents	66,165	74,353	11,593	\$8.50	PS Award
41-9021	Real estate brokers	64,960	73,109	11,494	\$8.49	Exp. in Field
29-1111	Registered nurses	63,950	67,897	7,398	\$37.70	Associate's
11-9141	Property, real estate, and community association managers	48,349	53,023	7,253	\$9.67	Bachelor's
25-2021	Elementary school teachers, except special education	56,052	59,301	7,189	\$34.68	Bachelor's
11-9199	Managers, all other	69,040	70,007	6,245	\$24.46	Exp. in Field
43-4051	Customer service representatives	64,700	62,274	5,778	\$15.72	MT OJT
25-2031	Secondary school teachers, except special and vocational education	37,904	39,388	4,850	\$39.07	Bachelor's
41-1011	First-line supervisors/managers of retail sales workers	77,489	76,205	4,777	\$16.31	Exp. in Field
43-1011	First-line supervisors/managers of office and administrative support workers	59,855	57,934	3,848	\$23.19	Exp. in Field
41-4012	Sales representatives, wholesale and manufacturing, except technical and scientific products	55,445	52,742	3,603	\$27.04	MT OJT
31-1012	Nursing aides, orderlies, and attendants	34,457	36,904	3,517	\$11.50	PS Award
27-3043	Writers and authors	27,578	29,321	3,515	\$14.57	Bachelor's
29-2061	Licensed practical and licensed vocational nurses	21,443	22,573	3,183	\$21.90	PS Award
13-2011	Accountants and auditors	63,437	61,451	3,042	\$25.12	Bachelor's
13-2052	Personal financial advisors	26,190	28,223	2,881	\$11.94	Bachelor's
27-4021	Photographers	36,508	37,159	2,864	\$19.32	LT OJT
13-1199	Business operation specialists, all other	43,512	42,849	2,815	\$30.32	Bachelor's
43-6011	Executive secretaries and administrative assistants	72,329	70,457	2,788	\$20.19	MT OJT
43-6013	Medical secretaries	25,861	27,476	2,681	\$14.68	PS Award

Source: EMSI Complete Employment - 1st Quarter 2010.

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	2007-2010 Avg. Annual Openings	Median Hourly Earnings	2008 Completers, All Related Programs (LACCD - West Los Angeles College)	2008 Completers, All Related Programs (Region)
Real estate sales agents	3,864	\$8.50	13	160
Real estate brokers	3,831	\$8.49	13	160
Registered nurses	2,466	\$37.70	7	4050
Property, real estate, and community association managers	2,418	\$9.67	13	160
Elementary school teachers, except special education	2,396	\$34.68	0	2427
Managers, all other	2,082	\$24.46	15	12818
Customer service representatives	1,926	\$15.72	0	0
Secondary school teachers, except special and vocational education	1,617	\$39.07	0	2625
First-line supervisors/managers of retail sales workers	1,592	\$16.31	0	110
First-line supervisors/managers of office and administrative support workers	1,283	\$23.19	0	59
Sales representatives, wholesale and manufacturing, except technical and scientific products	1,201	\$27.04	0	990
Nursing aides, orderlies, and attendants	1,172	\$11.50	0	601
Writers and authors	1,172	\$14.57	0	2042
Licensed practical and licensed vocational nurses	1,061	\$21.90	0	1967
Accountants and auditors	1,014	\$25.12	14	1619
Personal financial advisors	960	\$11.94	0	383
Photographers	955	\$19.32	0	1656
Business operation specialists, all other	938	\$30.32	0	93
Executive secretaries and administrative assistants	929	\$20.19	0	703
Medical secretaries	894	\$14.68	0	750
Food service managers	889	\$17.07	0	388

Source: EMSI Complete Employment - 1st Quarter 2010.

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	2007-2010 Avg. Annual Openings	Median Hourly Earnings	Related Programs	2008 Completers at College
Real estate sales agents	3864	\$8.50	TOTAL, ALL RELATED PROGRAMS	13
			Real Estate	4
			Real Estate	9
Real estate brokers	3831	\$8.49	TOTAL, ALL RELATED PROGRAMS	13
			Real Estate	4
			Real Estate	9
Registered nurses	2466	\$37.70	TOTAL, ALL RELATED PROGRAMS	7
			Pre-Nursing Studies	
			Nurse Midwife/Nursing Midwifery	
			Clinical Nurse Specialist	
			Nursing Science (MS, PhD)	
			Critical Care Nursing	
			Health/Medical Preparatory Programs, Other	7
			Pediatric Nurse/Nursing	
			Occupational and Environmental Health Nursing	
			Nursing/Registered Nurse (RN, ASN, BSN, MSN)	
			Psychiatric/Mental Health Nurse/Nursing	
			Nursing, Other	
			Adult Health Nurse/Nursing	
			Public Health/Community Nurse/Nursing	
			Nurse Anesthetist	
Property, real estate, and community association managers	2418	\$9.67	TOTAL, ALL RELATED PROGRAMS	13
			Real Estate	4
			Real Estate	9
Elementary school teachers, except special education	2396	\$34.68	TOTAL, ALL RELATED PROGRAMS	0
			Waldorf/Steiner Teacher Education	
			Elementary Education and Teaching	
			Teacher Education, Multiple Levels	
			Montessori Teacher Education	
Managers, all other	2082	\$24.46	TOTAL, ALL RELATED PROGRAMS	15
			Franchising and Franchise Operations	
			Public Administration	
			Non-Profit/Public/Organizational Management	
			Small Business Administration/Management	1
			Hospitality Administration/Management, Other	
			Public Administration and Social Service Professions, Other	
			Arts Management	
			Entrepreneurial and Small Business Operations, Other	
			Business, Management, Marketing, and Related Support Services, Other	
Business Administration, Management and Operations, Other				

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Occupation	2007-2010 Avg. Annual Openings	Median Hourly Earnings	Related Programs	2008 Completers at College
			Business/Commerce, General	2
			Theatre/Theatre Arts Management	
			Business/Commerce, General	1
			Tourism and Travel Services Management	
			Business Administration and Management, General	11
			Entrepreneurship/Entrepreneurial Studies	
Customer service representatives	1926	\$15.72	TOTAL, ALL RELATED PROGRAMS	0
			Receptionist	
			Customer Service Support/Call Center/Teleservice Operation	
Secondary school teachers, except special and vocational education	1617	\$39.07	TOTAL, ALL RELATED PROGRAMS	0
			Education, General	
			Health Teacher Education	
			Science Teacher Education/General Science Teacher Education	
			German Language Teacher Education	
			Psychology Teacher Education	
			Waldorf/Steiner Teacher Education	
			Family and Consumer Sciences/Home Economics Teacher Education	
			Social Science Teacher Education	
			Health Occupations Teacher Education	
			Teacher Education and Professional Development, Specific Subject Areas, Other	
			Junior High/Intermediate/Middle School Education and Teaching	
			Agricultural Teacher Education	
			Technology Teacher Education/Industrial Arts Teacher Education	
			Social Studies Teacher Education	
			History Teacher Education	
			Teaching French as a Second or Foreign Language	
			Secondary Education and Teaching	
			Art Teacher Education	
			Sales and Marketing Operations/Marketing and Distribution Teacher Education	
			Computer Teacher Education	
			Physics Teacher Education	
			Business Teacher Education	
			Mathematics Teacher Education	
			Biology Teacher Education	
			Spanish Language Teacher Education	
			Teacher Education, Multiple Levels	
			Driver and Safety Teacher Education	
			Music Teacher Education	
			Chemistry Teacher Education	
			Speech Teacher Education	
			English/Language Arts Teacher Education	
			Physical Education Teaching and Coaching	
			Drama and Dance Teacher Education	
			Geography Teacher Education	
			Montessori Teacher Education	
			Foreign Language Teacher Education	
			Reading Teacher Education	

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Occupation	2007-2010 Avg. Annual Openings	Median Hourly Earnings	Related Programs	2008 Completers at College
			French Language Teacher Education	
			Latin Teacher Education	
			TOTAL, ALL RELATED PROGRAMS	
First-line supervisors/managers of retail sales workers	1592	\$16.31		0
			Specialized Merchandising, Sales, and Marketing Operations, Other	
			Retailing and Retail Operations	
			E-Commerce/Electronic Commerce	
			Selling Skills and Sales Operations	
			Consumer Merchandising/Retailing Management	
			Business, Management, Marketing, and Related Support Services, Other	
			Floriculture/Floristry Operations and Management	
			Special Products Marketing Operations	
First-line supervisors/managers of office and administrative support workers	1283	\$23.19	TOTAL, ALL RELATED PROGRAMS	0
			Office Management and Supervision	
			Customer Service Management	
			Medical/Health Management and Clinical Assistant/Specialist	
			Agricultural Business Technology	
			TOTAL, ALL RELATED PROGRAMS	
Sales representatives, wholesale and manufacturing, except technical and scientific products	1201	\$27.04		0
			Special Products Marketing Operations	
			Sales, Distribution, and Marketing Operations, General	
			Specialized Merchandising, Sales, and Marketing Operations, Other	
			General Merchandising, Sales, and Related Marketing Operations, Other	
			Fashion Merchandising	
			Apparel and Accessories Marketing Operations	
			Business, Management, Marketing, and Related Support Services, Other	
Nursing aides, orderlies, and attendants	1172	\$11.50	TOTAL, ALL RELATED PROGRAMS	0
			Health Services/Allied Health/Health Sciences, General	
			Health Aide	
			Nurse/Nursing Assistant/Aide and Patient Care Assistant	
Writers and authors	1172	\$14.57	TOTAL, ALL RELATED PROGRAMS	0
			Mass Communication/Media Studies	
			Communication and Media Studies, Other	
			Journalism	
			Broadcast Journalism	
			Family and Consumer Sciences/Human Sciences Communication	
			Communication, Journalism, and Related Programs, Other	
			English Composition	
			Playwriting and Screenwriting	
			Creative Writing	
			Business/Corporate Communications	
			Communication Studies/Speech Communication and Rhetoric	
			Technical and Business Writing	

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Occupation	2007-2010 Avg. Annual Openings	Median Hourly Earnings	Related Programs	2008 Completers at College
Licensed practical and licensed vocational nurses	1061	\$21.90	TOTAL, ALL RELATED PROGRAMS	0
			Health Services/Allied Health/Health Sciences, General	
			Pre-Nursing Studies	
			Licensed Practical/Vocational Nurse Training (LPN, LVN, Cert, Dipl, AAS)	
Accountants and auditors	1014	\$25.12	TOTAL, ALL RELATED PROGRAMS	14
			Accounting and Computer Science	
			Accounting and Finance	
			Taxation	
			Accounting and Business/Management	
			Accounting	4
			Accounting	10
			Auditing	
Personal financial advisors	960	\$11.94	TOTAL, ALL RELATED PROGRAMS	0
			Finance, General	
			Financial Planning and Services	
Photographers	955	\$19.32	TOTAL, ALL RELATED PROGRAMS	0
			Film/Video and Photographic Arts, Other	
			Art/Art Studies, General	
			Visual and Performing Arts, General	
			Photojournalism	
			Commercial Photography	
			Photography	
Business operation specialists, all other	938	\$30.32	TOTAL, ALL RELATED PROGRAMS	0
			Business, Management, Marketing, and Related Support Services, Other	
Executive secretaries and administrative assistants	929	\$20.19	TOTAL, ALL RELATED PROGRAMS	0
			Administrative Assistant and Secretarial Science, General	0
			Executive Assistant/Executive Secretary	
			Medical Administrative/Executive Assistant and Medical Secretary	
Medical secretaries	894	\$14.68	TOTAL, ALL RELATED PROGRAMS	0
			Medical Office Assistant/Specialist	
			Medical Insurance Specialist/Medical Biller	
			Medical Administrative/Executive Assistant and Medical Secretary	
Food service managers	889	\$17.07	TOTAL, ALL RELATED PROGRAMS	0
			Restaurant/Food Services Management	
			Hospitality Administration/Management, General	0
			Restaurant, Culinary, and Catering Management/Manager	
			Hotel/Motel Administration/Management	

Source: EMSI Complete Employment - 1st Quarter 2010.

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.