



Regional Economic Analysis Profile

Northern Region

July 2014



Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, and Yuba Counties



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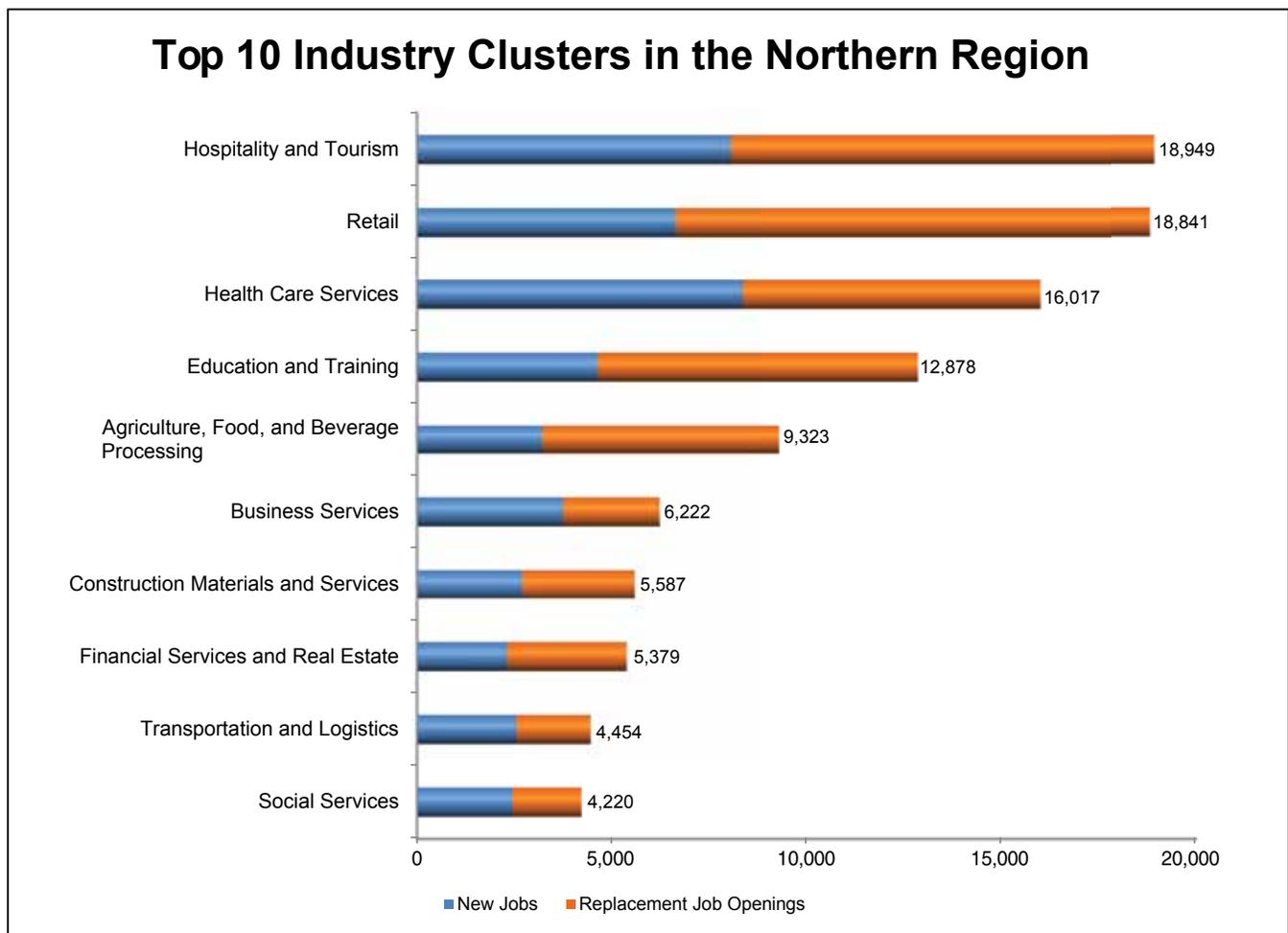
SUMMARY OF THE NORTHERN REGION INDUSTRY CLUSTERS

What is an Industry Cluster?

Industry clusters are groups of associated industries in a region that stimulate the creation of new businesses and job opportunities in a particular field. The application of workforce and economic development resources toward the continual development of industry clusters will help stimulate regional economic growth and boost the number of employment opportunities for a regional labor force.

Purpose of This Report

The purpose of this report is to help align the state's workforce institutions and programs around the needs of regional industry clusters. This report focuses on the future employment demand of regional industry clusters and features them as primary investment opportunities for the California workforce development system. The goal of this report is to account for industry clusters with the largest number of future job opportunities and help the California workforce development system prepare the state's workforce to compete for these future employment opportunities.



Source: California Employment Development Department, Projections of Employment 2010-2020. Industry and occupational employment projections for 2010-2020 in this report may not be directly comparable to the published 2010-2020 employment projections available online at www.labormarketinfo.edd.ca.gov.

SUMMARY OF THE NORTHERN REGION INDUSTRY CLUSTERS

The table below lists the estimated numbers of new jobs, replacement needs, and total job openings for the top 10 industry clusters in the Northern Region for the 2010-2020 projections period.

Top 10 Industry Clusters in the Northern Region	New Jobs ¹	Replacement Needs ²	Total Job Openings ³
Hospitality and Tourism	8,060	10,889	18,949
Retail	6,650	12,191	18,841
Health Care Services	8,370	7,647	16,017
Education and Training	4,650	8,228	12,878
Agriculture, Food, and Beverage Processing	3,220	6,103	9,323
Business Services	3,760	2,462	6,222
Construction Materials and Services	2,700	2,887	5,587
Financial Services and Real Estate	2,320	3,059	5,379
Transportation and Logistics	2,560	1,894	4,454
Social Services	2,460	1,760	4,220

Source: California Employment Development Department, *Projections of Employment 2010-2020*.

¹ New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

² Replacement needs estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

³ Total job openings are the sum of new jobs and replacement needs.

INDUSTRY CLUSTER DESCRIPTIONS

The **Hospitality and Tourism** industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. During 2012-2013*, this cluster comprised almost 35,000 workers, more than 9.2 percent of the region's employment. Industries within this cluster with the most projected job openings include:

- Restaurants and Other Eating Places
- Traveler Accommodation
- Other Amusement and Recreation Industries
- Drinking Places (Alcoholic Beverages)
- RV (Recreational Vehicle) Parks and Recreational Camps

The **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. During 2012-2013*, this cluster employed over 39,000 workers, almost 10.5 percent of the region's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

- Grocery Stores
- Department Stores
- Other General Merchandise Stores
- Health and Personal Care Stores
- Building Material and Supplies Dealers

The **Health Care Services** industry cluster includes acute care and outpatient hospitals, nursing home and rehabilitation centers, adult day care centers, and community service agencies for the elderly. It employed over 42,000 people in the region during 2012-2013*, accounting for over 11.2 percent of the workforce. Industries within this cluster with the most projected job openings (new and replacement) include:

- General Medical and Surgical Hospitals
- Offices of Physicians
- Nursing Care Facilities (Skilled Nursing Facilities)
- Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
- Outpatient Care Centers

The **Education and Training** industry cluster is comprised of public and private elementary and high schools, community colleges, universities, and professional schools with programs such as dental, law, and medical. Other establishments include English as a Second Language (ESL) programs, test preparation and tutoring, or driving instruction. During 2012-2013*, this cluster employed almost 36,000 people in the region, accounting for almost 9.5 percent of the workforce. Industries within this cluster with the most projected job openings (new and replacement) include:

- Elementary and Secondary Schools
- Colleges, Universities, and Professional Schools
- Junior Colleges
- Other Schools and Instruction
- Technical and Trade Schools

The **Agriculture, Food, and Beverage Processing** industry cluster includes establishments primarily engaged in growing crops, raising animals, and manufacturing food and beverages, as well as support activities for crop and animal production. This cluster employed almost 26,000 people during 2012-2013*, almost 6.9 percent of the region's workforce. Industries within this cluster with the most projected job openings (new and replacement) include:

- Fruit and Tree Nut Farming
- Support Activities for Crop Production
- Beverage Manufacturing
- Other Crop Farming
- Fruit and Vegetable Preserving and Specialty Food Manufacturing

The **Business Services** industry cluster is comprised of industries that include temporary help agencies, employer organizations, janitorial services, security systems services, and carpet cleaning establishments. This cluster employed more than 12,000 people during 2012-2013*, almost 3.3 percent of the region's workforce. Industries within this cluster with the most projected job openings (new and replacement) include:

- Employment Services
- Services to Buildings and Dwellings
- Management of Companies and Enterprises
- Business Support Services
- Investigation and Security Services

* Quarterly Census of Employment and Wages (QCEW), a federal-state cooperative program, for the period July 2012 through June 2013.

INDUSTRY CLUSTER DESCRIPTIONS

The **Construction Materials and Services** industry cluster is comprised of builders of mechanical systems such as electrical, heating, and water; specialty trades outfits such as drywall, flooring, and painting contractors; residential and commercial builders; and contractors who complete foundation and framing work. During 2012-2013*, more than 14,000 workers made up the cluster's employment, representing 3.8 percent of the region's total workforce. Industries within this cluster with the most projected job openings (new and replacement) include:

- Building Equipment Contractors
- Building Finishing Contractors
- Residential Building Construction
- Other Specialty Trade Contractors
- Sawmills and Wood Preservation

The **Financial Services and Real Estate** industry cluster includes commercial banks, savings institutions, credit unions, credit card companies, insurance firms, and real estate appraisers or property management companies. In total, the cluster employed more than 10,000 people and accounted for 2.7 percent of the region's workforce in 2012-2013*. Industries showing the highest projected job openings include:

- Insurance Carriers
- Activities Related to Real Estate
- Agencies, Brokerages, and Other Insurance Related Activities
- Offices of Real Estate Agents and Brokers

The **Transportation and Logistics** cluster is made up of interrelated industries such as refrigerated warehousing, self-storage facilities, freight transporting companies, and overnight delivery businesses. In 2012-2013*, nearly 8,000 workers were employed in this cluster, making up 2.1 percent of the region's workforce population. Industries within this cluster with the most projected job openings (new and replacement) include:

- General Freight Trucking
- Specialized Freight Trucking
- Warehousing and Storage
- Couriers and Express Delivery Services
- Support Activities for Road Transportation

The **Social Services** industry cluster comprises establishments and agencies that provide non-residential services for the welfare of children, adults, the elderly, and disabled. Examples include nonmedical in-home care programs, day care centers, and community food banks. In total, the cluster employed more than 14,000 people, accounting for 3.8 percent of the region's workforce in 2012-2013*. Industries showing the highest projected job openings include:

- Individual and Family Services
- Child Day Care Services
- Vocational Rehabilitation Services
- Community Food and Housing, and Emergency and Other Relief Services

* Quarterly Census of Employment and Wages (QCEW), a federal-state cooperative program, for the period July 2012 through June 2013.

INDUSTRY CLUSTER DEFINITIONS

The following is a list of the North American Industry Classification System (NAICS) codes and corresponding industries that fall under each of the top 10 industry clusters in the Northern Region.

Hospitality and Tourism

- 4871 Scenic and Sightseeing Transportation, Land
- 4872 Scenic and Sightseeing Transportation, Water
- 4879 Scenic and Sightseeing Transportation, Other
- 5615 Travel Arrangement and Reservation Services
- 7121 Museums, Historical Sites, and Similar Institutions
- 7131 Amusement Parks and Arcades
- 7132 Gambling Industries
- 7139 Other Amusement and Recreation Industries
- 7211 Traveler Accommodation
- 7212 RV (Recreational Vehicle) Parks and Recreational Camps
- 7213 Rooming and Boarding Houses
- 7223 Special Food Services
- 7224 Drinking Places (Alcoholic Beverages)
- 7225 Restaurants and Other Eating Places

Retail

- 4411 Automobile Dealers
- 4412 Other Motor Vehicle Dealers
- 4413 Automotive Parts, Accessories, and Tire Stores
- 4431 Electronics and Appliance Stores
- 4441 Building Material and Supplies Dealers
- 4451 Grocery Stores
- 4452 Specialty Food Stores
- 4453 Beer, Wine, and Liquor Stores
- 4461 Health and Personal Care Stores
- 4471 Gasoline Stations
- 4481 Clothing Stores
- 4482 Shoe Stores
- 4483 Jewelry, Luggage, and Leather Goods Stores
- 4511 Sporting Goods, Hobby, and Musical Instrument Stores
- 4521 Department Stores
- 4529 Other General Merchandise Stores
- 4532 Office Supplies, Stationery, and Gift Stores
- 4533 Used Merchandise Stores
- 4542 Vending Machine Operators

Health Care Services

- 6211 Offices of Physicians
- 6212 Offices of Dentists
- 6213 Offices of Other Health Practitioners
- 6214 Outpatient Care Centers
- 6215 Medical and Diagnostic Laboratories
- 6216 Home Health Care Services
- 6219 Other Ambulatory Health Care Services
- 6221 General Medical and Surgical Hospitals
- 6222 Psychiatric and Substance Abuse Hospitals

Health Care Services (Continued)

- 6223 Specialty (except Psychiatric and Substance Abuse) Hospitals
- 6231 Nursing Care Facilities (Skilled Nursing Facilities)
- 6232 Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities
- 6233 Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
- 6239 Other Residential Care Facilities

Education and Training

- 6111 Elementary and Secondary Schools
- 6112 Junior Colleges
- 6113 Colleges, Universities, and Professional Schools
- 6114 Business Schools and Computer and Management Training
- 6115 Technical and Trade Schools
- 6116 Other Schools and Instruction
- 6117 Educational Support Services

Agriculture, Food, and Beverage Processing

- 1111 Oilseed and Grain Farming
- 1112 Vegetable and Melon Farming
- 1113 Fruit and Tree Nut Farming
- 1114 Greenhouse, Nursery, and Floriculture Production
- 1119 Other Crop Farming
- 1121 Cattle Ranching and Farming
- 1122 Hog and Pig Farming
- 1123 Poultry and Egg Production
- 1124 Sheep and Goat Farming
- 1125 Aquaculture
- 1129 Other Animal Production
- 1151 Support Activities for Crop Production
- 1152 Support Activities for Animal Production
- 3111 Animal Food Manufacturing
- 3112 Grain and Oilseed Milling
- 3113 Sugar and Confectionery Product Manufacturing
- 3114 Fruit and Vegetable Preserving and Specialty Food Manufacturing
- 3115 Dairy Product Manufacturing
- 3116 Animal Slaughtering and Processing
- 3117 Seafood Product Preparation and Packaging
- 3118 Bakeries and Tortilla Manufacturing
- 3119 Other Food Manufacturing
- 3121 Beverage Manufacturing

INDUSTRY CLUSTER DEFINITIONS

Agriculture, Food, and Beverage Processing (Continued)

- 3122 Tobacco Manufacturing
- 3253 Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing
- 3261 Plastics Product Manufacturing

Business Services

- 5511 Management of Companies and Enterprises
- 5611 Office Administrative Services
- 5612 Facilities Support Services
- 5613 Employment Services
- 5614 Business Support Services
- 5616 Investigation and Security Services
- 5617 Services to Buildings and Dwellings
- 5619 Other Support Services
- 5621 Waste Collection
- 5622 Waste Treatment and Disposal
- 5629 Remediation and Other Waste Management Services

Construction Materials and Services

- 2123 Nonmetallic Mineral Mining and Quarrying
- 2213 Water, Sewage and Other Systems
- 2361 Residential Building Construction
- 2362 Nonresidential Building Construction
- 2372 Land Subdivision
- 2373 Highway, Street, and Bridge Construction
- 2379 Other Heavy and Civil Engineering Construction
- 2381 Foundation, Structure, and Building Exterior Contractors
- 2382 Building Equipment Contractors
- 2383 Building Finishing Contractors
- 2389 Other Specialty Trade Contractors
- 3211 Sawmills and Wood Preservation
- 3271 Clay Product and Refractory Manufacturing
- 3272 Glass and Glass Product Manufacturing
- 3273 Cement and Concrete Product Manufacturing
- 3274 Lime and Gypsum Product Manufacturing
- 3279 Other Nonmetallic Mineral Product Manufacturing
- 3339 Other General Purpose Machinery Manufacturing
- 3351 Electric Lighting Equipment Manufacturing

Financial Services and Real Estate

- 5211 Monetary Authorities-Central Bank
- 5221 Depository Credit Intermediation
- 5222 Nondepository Credit Intermediation
- 5223 Activities Related to Credit Intermediation
- 5231 Securities and Commodity Contracts Intermediation and Brokerage

Financial Services and Real Estate (Continued)

- 5232 Securities and Commodity Exchanges
- 5239 Other Financial Investment Activities Related Activities
- 5241 Insurance Carriers
- 5242 Agencies, Brokerages, and Other Insurance Related Activities
- 5251 Insurance and Employee Benefit Funds
- 5259 Other Investment Pools and Funds
- 5311 Lessors of Real Estate
- 5312 Offices of Real Estate Agents and Brokers
- 5313 Activities Related to Real Estate

Transportation and Logistics

- 3365 Railroad Rolling Stock Manufacturing
- 3366 Ship and Boat Building
- 4811 Scheduled Air Transportation
- 4812 Nonscheduled Air Transportation
- 4821 Rail Transportation
- 4831 Deep Sea, Coastal, and Great Lakes Water Transportation
- 4832 Inland Water Transportation
- 4841 General Freight Trucking
- 4842 Specialized Freight Trucking
- 4851 Urban Transit Systems
- 4852 Interurban and Rural Bus Transportation
- 4853 Taxi and Limousine Service
- 4854 School and Employee Bus Transportation
- 4855 Charter Bus Industry
- 4859 Other Transit and Ground Passenger Transportation
- 4881 Support Activities for Air Transportation
- 4882 Support Activities for Rail Transportation
- 4883 Support Activities for Water Transportation
- 4884 Support Activities for Road Transportation
- 4885 Freight Transportation Arrangement
- 4889 Other Support Activities for Transportation
- 4921 Couriers and Express Delivery Services
- 4922 Local Messengers and Local Delivery
- 4931 Warehousing and Storage
- 5321 Automotive Equipment Rental and Leasing
- 8113 Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance

Social Services

- 6241 Individual and Family Services
- 6242 Community Food and Housing, and Emergency and Other Relief Services
- 6243 Vocational Rehabilitation Services
- 6244 Child Day Care Services



Occupational Analysis: Hospitality and Tourism

Northern Region

July 2014

Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, and Yuba Counties

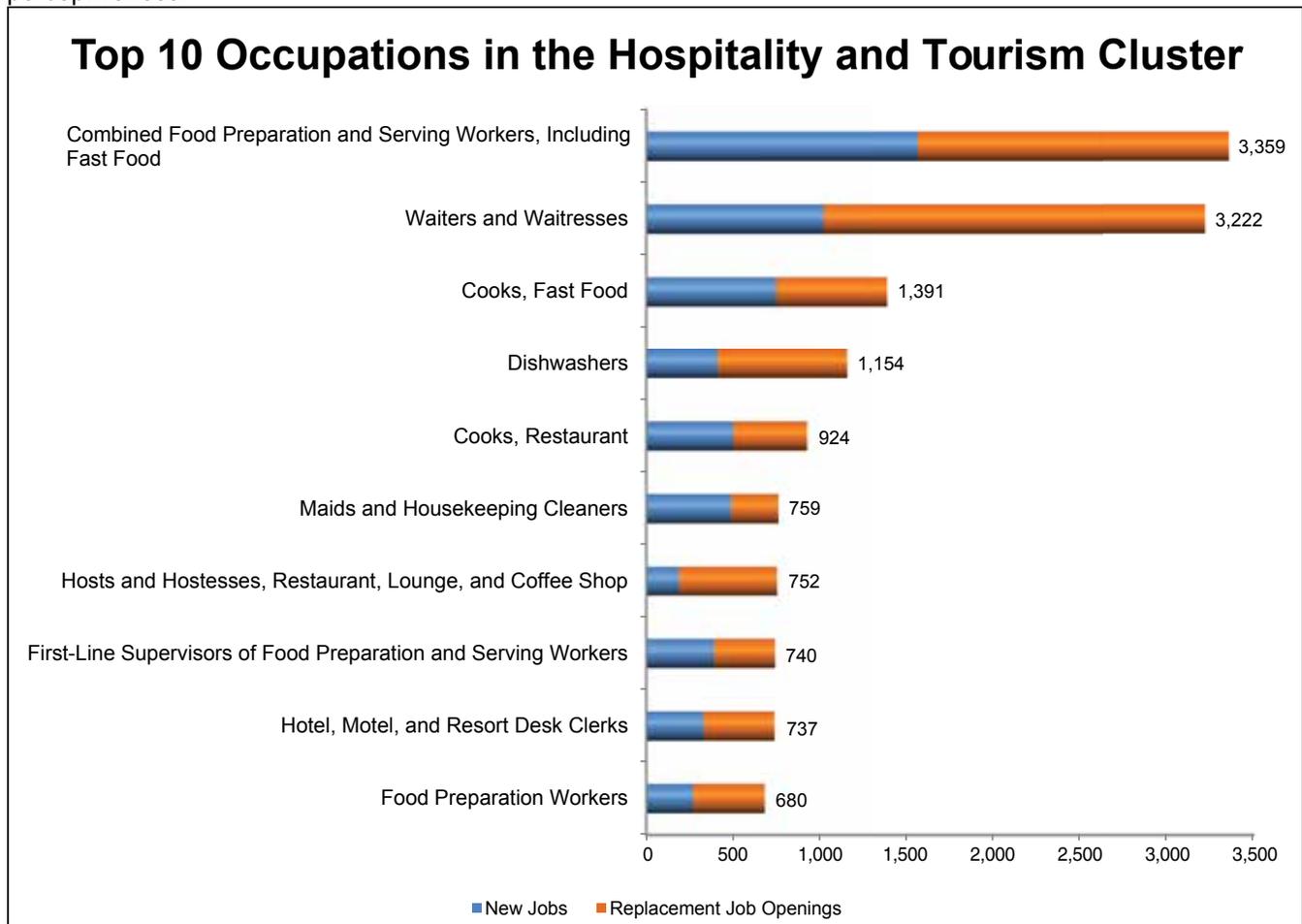
What is the Hospitality and Tourism Cluster?

The Hospitality and Tourism cluster is comprised of 14 industries that provide goods and services related to lodging, food, recreation, travel, and sightseeing transportation. Establishments in this cluster include restaurants, hotels, casinos, golf courses, marinas, and fitness centers. The workers employed within this cluster share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference and upward mobility with additional training.

The occupational analysis for this Northern Region cluster is limited due to the lack of new job openings or replacement needs projected in the cluster's middle- or high-skill occupations between 2010 and 2020. The graph below and table on the following page show the cluster's top ten occupations ranked by projected job openings, along with regional earnings and recent job advertisement totals.

Top 10 Occupations in the Hospitality and Tourism Cluster

The graph below identifies the top 10 occupations in the Hospitality and Tourism cluster in the Northern Region, based on the region's new job growth plus replacement openings. In sum, these 10 occupations represent almost three-fourths of the 18,949 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as coordination, active listening, and social perceptiveness.⁴



Source: California Employment Development Department, *Projections of Employment 2010-2020*. Industry and occupational employment projections for 2010-2020 in this report may not be directly comparable to the published 2010-2020 employment projections available online at www.labormarketinfo.edd.ca.gov.

⁴ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

Top 10 Occupations and Recent Job Demand in the Hospitality and Tourism Cluster

The table below further profiles the top 10 occupations in the Hospitality and Tourism cluster by listing the total job openings for 2010-2020, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings ⁵ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ⁶	HWOL Job Advertisement ⁷ (120 days)
Combined Food Preparation and Serving Workers, Including Fast Food	3,359	\$9.11	\$18,953	Less than high school	248
Waiters and Waitresses	3,222	\$9.11	\$18,938	Less than high school	201
Cooks, Fast Food	1,391	\$9.09	\$18,897	Less than high school	29
Dishwashers	1,154	\$9.05	\$18,822	Less than high school	96
Cooks, Restaurant	924	\$10.83	\$22,528	Less than high school	315
Maids and Housekeeping Cleaners	759	\$10.15	\$21,114	Less than high school	323
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	752	\$9.23	\$19,206	Less than high school	40
First-Line Supervisors of Food Preparation and Serving Workers	740	\$13.03	\$27,093	High school diploma or equivalent	453
Hotel, Motel, and Resort Desk Clerks	737	\$10.36	\$21,547	High school diploma or equivalent	156
Food Preparation Workers	680	\$9.33	\$19,415	Less than high school	95

Source: California Employment Development Department, *Projections of Employment 2010-2020; Occupational Employment Statistics Wage Survey, updated to 1st Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending June 16, 2014.*

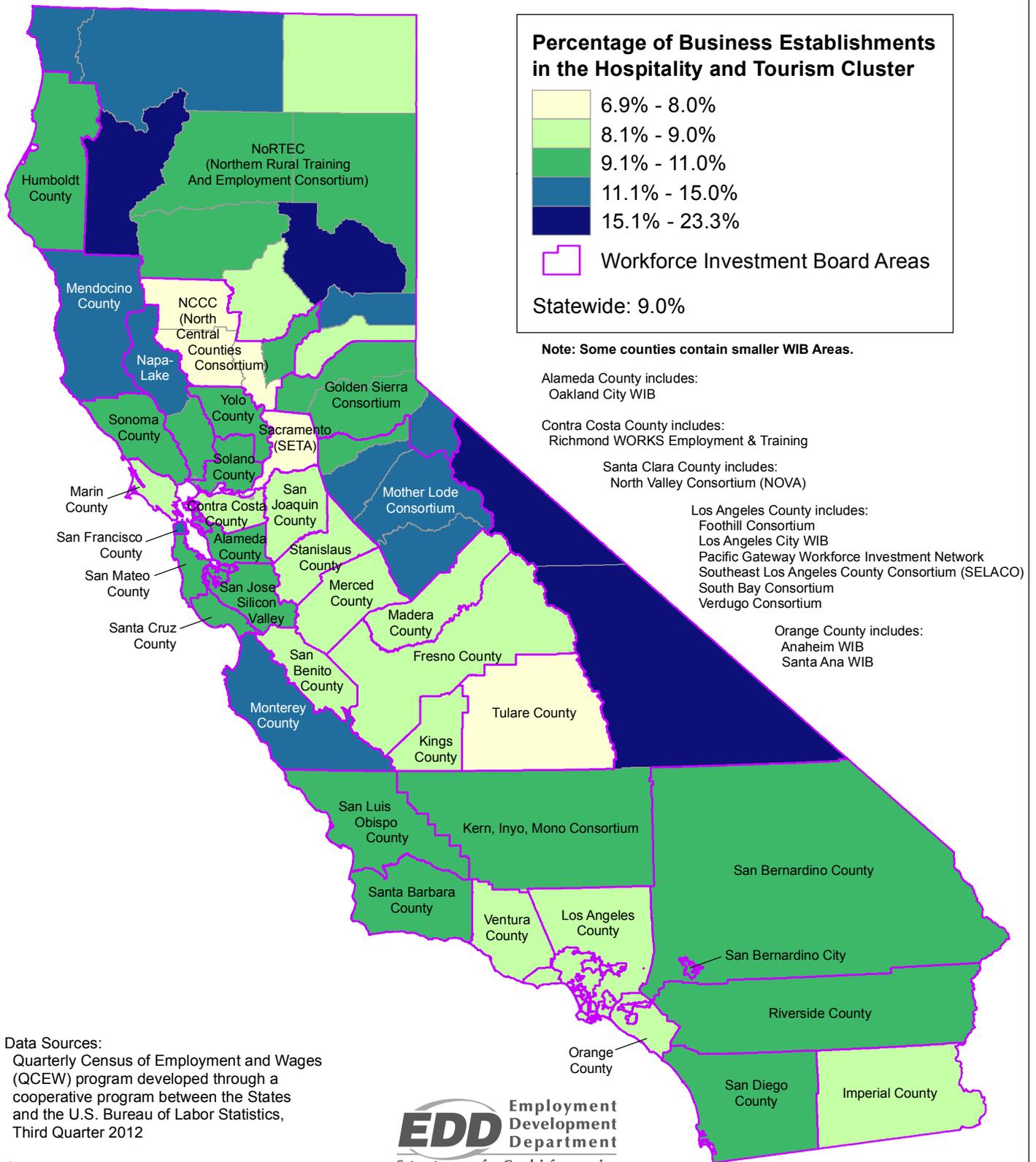
⁵ Total job openings are the sum of new jobs and replacement needs.

⁶ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

⁷ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

California Hospitality and Tourism Cluster

Percentage of Total County Establishments, 2012



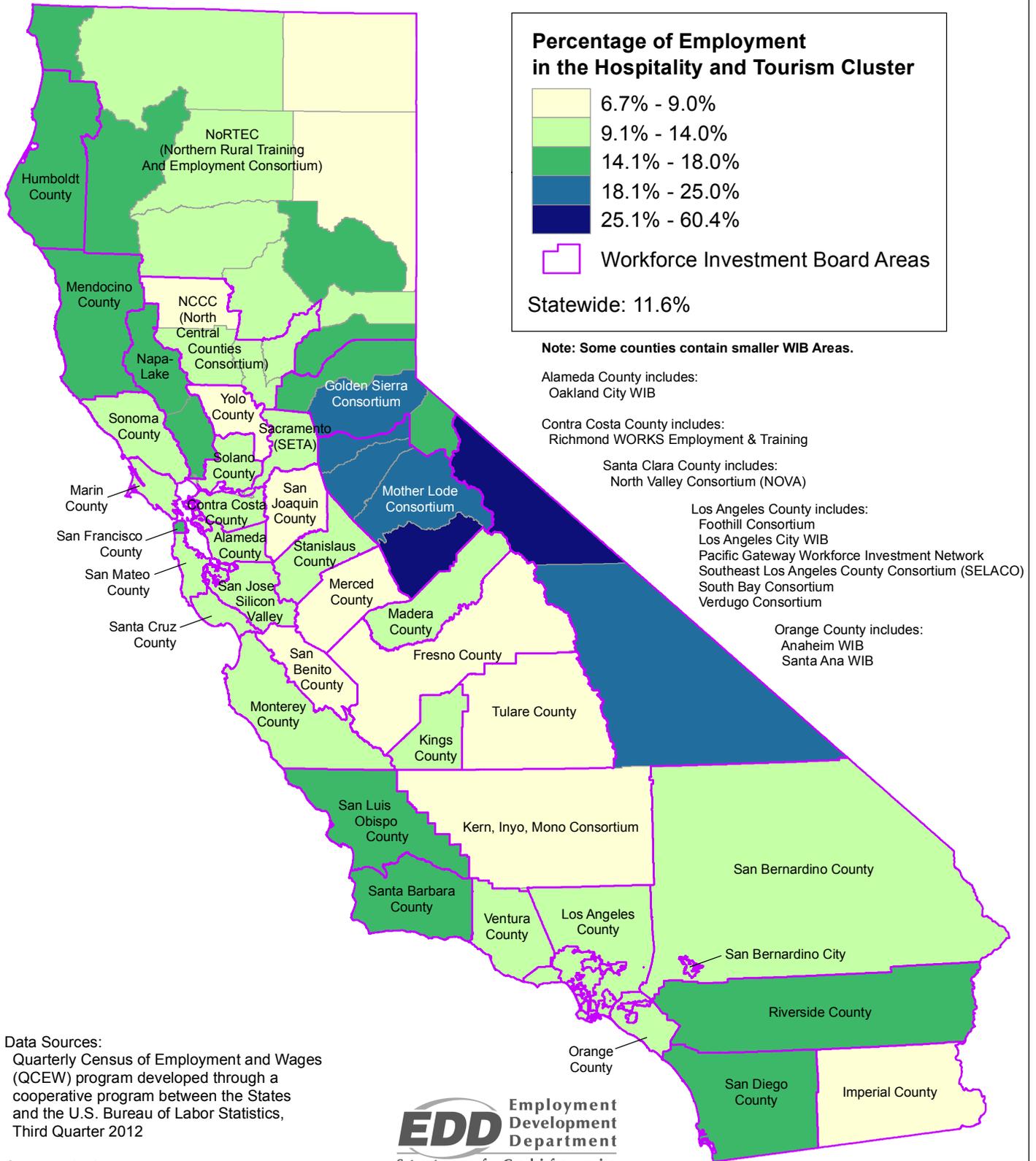
Data Sources:
 Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2012

Cartography by:
 Labor Market Information Division
 California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
 April 2014



California Hospitality and Tourism Cluster

Percentage of Total County Employment, 2012



Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2012

Cartography by:
Labor Market Information Division
California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
April 2014





Occupational Analysis: Retail

Northern Region

July 2014

Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, and Yuba Counties

What is the Retail Cluster?

The Retail cluster is comprised of 19 industries involved in the sales of goods both familiar and esoteric, everything from groceries and automobiles to musical instruments and surfboards. The workers employed within this cluster span all skill levels and share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference and upward mobility with additional training.

Top 10 Occupations in the Retail Cluster

The graph below identifies the top 10 occupations in the Retail cluster, based on the region's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-fourths of the 18,841 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as active listening, coordination, critical thinking, and reading comprehension.⁸



Source: California Employment Development Department, *Projections of Employment 2010-2020*. Industry and occupational employment projections for 2010-2020 in this report may not be directly comparable to the published 2010-2020 employment projections available online at www.labormarketinfo.edd.ca.gov.

⁸ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

Top 10 Occupations and Recent Job Demand in the Retail Cluster

The table below further profiles the top 10 occupations in the Retail cluster by listing the total job openings for 2010- 2020, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a 120-day period. The HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBS™ (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings ⁹ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ¹⁰	HWOL Job Advertisement ¹¹ (120 days)
Cashiers	5,252	\$9.93	\$20,658	Less than high school	225
Retail Salespersons	4,047	\$10.43	\$21,691	Less than high school	843
First-Line Supervisors of Retail Sales Workers	1,303	\$17.36	\$36,089	High school diploma or equivalent	565
Stock Clerks and Order Fillers	1,217	\$11.03	\$22,939	Less than high school	262
Combined Food Preparation and Serving Workers, Including Fast Food	506	\$9.11	\$18,953	Less than high school	248
Laborers and Freight, Stock, and Material Movers, Hand	491	\$13.08	\$27,198	Less than high school	169
Pharmacy Technicians	442	\$18.12	\$37,684	High school diploma or equivalent	105
Parts Salespersons	398	\$13.34	\$27,762	Less than high school	38
Automotive Service Technicians and Mechanics	336	\$18.36	\$38,190	High school diploma or equivalent	267
Butchers and Meat Cutters	322	\$14.85	\$30,889	Less than high school	5

Source: California Employment Development Department, *Projections of Employment 2010-2020*; *Occupational Employment Statistics Wage Survey*, updated to 1st Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending June 16, 2014.

⁹ Total job openings are the sum of new jobs and replacement needs.

¹⁰ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

¹¹ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

Top Occupations for the Retail Cluster by Education Level

The table below identifies top occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Retail cluster. The table includes the Northern Region's projected total job openings and median hourly and annual wages. In addition, recent totals of online job advertisements over 120-day period are included. Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the cluster.

Occupations	Total Job Openings ¹² (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements (120 days)
Requires a Bachelor's Degree or Higher				
Pharmacists	274	\$66.08	\$137,436	151
General and Operations Managers	112	\$36.87	\$76,690	112
Sales Managers	103	\$37.29	\$77,558	112
Cost Estimators	47	\$23.35	\$48,583	35
Financial Managers	17	\$38.07	\$79,181	122
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
First-Line Supervisors of Production and Operating Workers	19	\$23.80	\$49,500	157
Medical Equipment Repairers	15	\$18.41	\$38,295	16
Computer, Automated Teller, and Office Machine Repairers	12	\$14.82	\$30,832	9
Heavy and Tractor-Trailer Truck Drivers	12	\$18.51	\$38,493	1,388
Medical Assistants	12	\$14.23	\$29,604	237
Requires a High School Diploma or Equivalent or Less				
Cashiers	5,252	\$9.93	\$20,658	225
Retail Salespersons	4,047	\$10.43	\$21,691	843
First-Line Supervisors of Retail	1,303	\$17.36	\$36,089	565
Stock Clerks and Order Fillers	1,217	\$11.03	\$22,939	262
Combined Food Preparation and Serving Workers, Including Fast Food	506	\$9.11	\$18,953	248

Source: California Employment Development Department, *Projections of Employment 2010-2020*; *Occupational Employment Statistics Wage Survey*, updated to 1st Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending June 16, 2014.

¹² Total job openings are the sum of new jobs and replacement needs.

Skill Requirements in the Retail Cluster

The table below lists the top 10 skills required for top occupations in the Retail cluster, categorized by entry-level education requirements. Critical thinking is the most commonly shared skill, followed by reading comprehension and speaking. The skills and work activities identified for each occupation are from the U.S. Department of Labor's Occupational Information Network (O*NET).

Occupation	Skills																										
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instruction	Judgment and Decision Making	Learning Strategies	Management of Financial Resources	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Persuasion	Quality Control Analysis	Reading Comprehension	Repairing	Science	Service Orientation	Social Perceptiveness	Speaking	Time Management	Troubleshooting	Writing
Requires a Bachelor's Degree or Higher																											
Cost Estimators	•	•	•		•					•		•	•						•								•
Financial Managers ¹³		•			•			•			•		•				•		•						•	•	•
General and Operations Managers	•	•		•	•						•		•						•					•	•		•
Pharmacists	•	•			•		•	•					•						•		•						•
Sales Managers			•	•	•			•			•		•				•							•	•	•	
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																											
Computer, Automated Teller, and Office Machine Repairers	•	•		•	•								•		•	•			•	•							•
First-Line Supervisors of Production and Operating Workers		•	•	•	•						•								•					•	•	•	•
Heavy and Tractor-Trailer Truck Drivers		•	•		•	•									•	•			•	•					•	•	
Medical Assistants	•	•			•	•							•						•			•					•
Medical Equipment Repairers	•		•		•	•							•			•			•	•	•						•
Requires a High School Diploma or Equivalent or Less																											
Cashiers		•		•	•								•						•				•	•	•	•	•
Combined Food Preparation and Serving Workers, Including Fast Food		•		•	•		•	•	•		•												•	•	•		
First-Line Supervisors of Retail Sales Workers					•		•				•		•	•			•		•					•	•	•	
Retail Salespersons		•		•	•								•	•			•		•				•	•	•		
Stock Clerks and Order Fillers ¹⁴	•	•	•	•	•			•					•						•			•					

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

¹³ Skills listed represent the occupation Financial Managers, Branch or Department; a specialty occupation of Financial Managers.

¹⁴ Skills listed represent the occupation Stock Clerks, Sales Floor; a specialty occupation of Stock Clerks and Order Fillers.

Work Activities in the Retail Cluster

The table below lists the 10 top work activities required for top occupations in the Retail cluster, categorized by entry-level education requirements. The most common include communicating with supervisors, peers, or subordinates; establishing and maintaining interpersonal relationships; and organizing, planning, and prioritizing work.

Occupation	Work Activities																																		
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Estimating the Quantifiable Characteristics of Products, Events, or Information	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	Interacting With Computers	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Operating Vehicles, Mechanized Devices, or Equipment	Organizing, Planning, and Prioritizing Work	Performing for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	Repairing and Maintaining Electronic Equipment	Repairing and Maintaining Mechanical Equipment	Resolving Conflicts and Negotiating with Others	Scheduling Work and Activities	Selling or Influencing Others	Thinking Creatively	Training and Teaching Others	Updating and Using Relevant Knowledge	
Requires a Bachelor's Degree or Higher																																			
Cost Estimators	•			•			•	•	•								•				•			•	•									•	
Financial Managers ¹⁵								•	•			•					•					•	•								•			•	
General and Operations Managers				•	•		•	•									•		•			•						•	•		•				
Pharmacists	•	•						•		•								•				•	•		•									•	
Sales Managers			•	•	•		•					•					•					•						•	•						•
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																			
Computer, Automated Teller, and Office Machine Repairers				•				•						•		•					•					•	•				•			•	
First-Line Supervisors of Production and Operating Workers		•		•	•		•					•	•												•		•	•							
Heavy and Tractor-Trailer Truck Drivers				•			•				•		•	•			•			•	•		•												
Medical Assistants	•			•			•	•			•			•			•				•	•													•
Medical Equipment Repairers									•				•	•			•	•			•				•	•									•
Requires a High School Diploma or Equivalent or Less																																			
Cashiers			•	•			•				•		•				•					•	•					•	•						
Combined Food Preparation and Serving Workers, Including Fast Food		•		•	•		•				•		•	•								•						•							•
First-Line Supervisors of Retail Sales Workers		•		•			•				•		•				•					•	•				•	•							
Retail Salespersons			•	•			•						•				•					•	•							•	•				•
Stock Clerks and Order Fillers ¹⁶			•	•			•						•	•			•				•	•	•										•	•	

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

¹⁵ Work activities listed represent Computer User Support Specialist, a new classification that replaces Computer Support Specialists.

¹⁶ Work activities listed represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

Related Occupations for the Retail Cluster

The table below lists top occupations in the Retail cluster by entry-level education requirements and provides a sample of related occupations. With additional preparation, these related occupations match the skills, education, and work experience needed for the top Retail cluster occupations.

Retail Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Pharmacists	<ul style="list-style-type: none"> • Medical Scientists, Except Epidemiologists • Health Specialties Teachers, Postsecondary • Nursing Instructors and Teachers, Postsecondary
General and Operations Managers	<ul style="list-style-type: none"> • Administrative Services Managers • First-Line Supervisors of Office and Administrative Support Workers • Logistics Managers
Sales Managers	<ul style="list-style-type: none"> • Logistics Managers • First-Line Supervisors of Non-Retail Sales Workers • Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
Cost Estimators	<ul style="list-style-type: none"> • Financial Analysts • Budget Analysts • Market Research Analysts and Marketing Specialists
Financial Managers	<ul style="list-style-type: none"> • Financial Analysts • Accountants • Risk Management Specialists
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> • First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand • Aircraft Cargo Handling Supervisors • First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators
Medical Equipment Repairers	<ul style="list-style-type: none"> • Manufacturing Production Technicians • Electronic Home Entertainment Equipment Installers and Repairers • Electrical and Electronics Repairers, Commercial and Industrial Equipment
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> • Computer User Support Specialists • Electronic Home Entertainment Equipment Installers and Repairers • Home Appliance Repairers
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> • Light Truck or Delivery Services Drivers • Pile-Driver Operators • Paving, Surfacing, and Tamping Equipment Operators
Medical Assistants	<ul style="list-style-type: none"> • Pharmacy Technicians • Social and Human Service Assistants • Shampooers
Requires a High School Diploma or Equivalent or Less	
Cashiers	<ul style="list-style-type: none"> • Gaming Change Persons and Booth Cashiers • Stock Clerks, Sales Floor • Counter and Rental Clerks
Retail Salespersons	<ul style="list-style-type: none"> • Parts Salespersons • Tellers • Pharmacy Aides
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> • Wholesale and Retail Buyers, Except Farm Products • First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand • Hotel, Motel, and Resort Desk Clerks
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> • Shipping, Receiving, and Traffic Clerks • Packers and Packagers, Hand • Cashiers
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Food Servers, Nonrestaurant • Food Preparation Workers • Stock Clerks, Sales Floor

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

Employer Demand for the Retail Cluster

The following table lists the Northern Region's employers in the Retail cluster who posted the most job advertisements during the 120-day period ending June 16, 2014. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Retail Cluster Employers	Recent Job Advertisements ¹⁷ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Sears Holdings	126	79	47	59.5%
The Dollar General	106	18	88	488.9%
Lowe's	56	54	2	3.7%
Rite Aid	50	35	15	42.9%
CVS Caremark	42	49	-7	-14.3%
Macy's	39	15	24	160.0%
Walmart	28	10	18	180.0%
OWENS HEALTHCARE	25	8	17	212.5%
Dick's Sporting Goods	24	21	3	14.3%
Home Depot	23	61	-38	-62.3%
Harbor Freight Tools	20	14	6	42.9%
Best Buy	20	1	19	1,900.0%
Safeway Companies	20	22	-2	-9.1%
Staples	17	8	9	112.5%
The Childrens Place	16	0	16	N/A
WINCO FOODS	13	0	13	N/A
JCPenney	12	16	-4	-25.0%
David'S Bridal	12	0	12	N/A
Target Corporation	11	14	-3	-21.4%
Office Depot	11	6	5	83.3%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending June 16, 2014.

¹⁷ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Retail Occupations

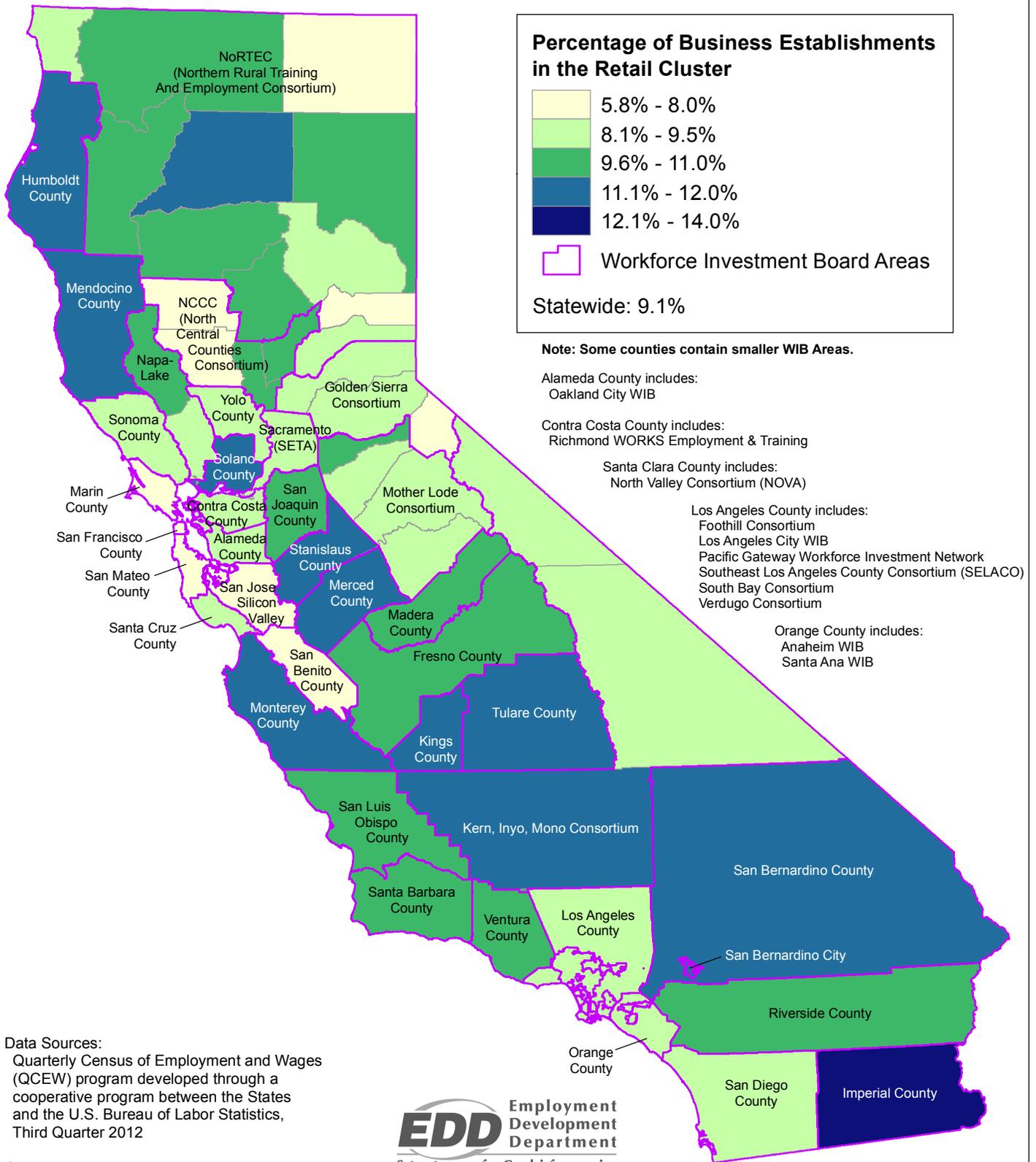
The table below provides examples of instructional programs related to top occupations in the Retail cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Retail cluster. To view a more complete list of training programs, select the source links under the table below. The Taxonomy of Programs categorizes and describes instructional programs only for California Community Colleges.

Occupation	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Cashiers	N/A	N/A	N/A	N/A
Combined Food Preparation and Serving Workers, Including Fast Food	N/A	N/A	N/A	N/A
Computer, Automated Teller, and Office Machine Repairers	47.0102 47.0104	Business Machine Repair Computer Installation and Repair Technology/Technician	093410	Computer Electronics
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
First-Line Supervisors of Retail Sales Workers	19.0203	Consumer Merchandising/Retailing Management	050650	Retail Store Operations and Management
	52.0212	Retail Management	050940	Sales and Salesmanship
	52.1803	Retailing and Retail Operations	059900	Other Business and Management
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
Medical Assistants	51.0710	Medical Office Assistant/Specialist	120800	Medical Assisting
	51.0712	Medical Reception/Receptionist	120810	Clinical Medical Assisting
	51.0801	Medical/Clinical Assistant	120820	Administrative Medical Assisting
Medical Equipment Repairers	15.0401	Biomedical Technology/Technician	093460	Biomedical Instrumentation
Retail Salespersons	N/A	N/A	050650	Retail Store Operations and Management
			050900	Marketing and Distribution
			050940	Sales and Salesmanship
Stock Clerks and Order Fillers	N/A	N/A	050650	Retail Store Operations and Management

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](http://www.nces.ed.gov/ipeds) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 6th Edition (2009), www.cccco.edu

California Retail Cluster

Percentage of Total County Establishments, 2012



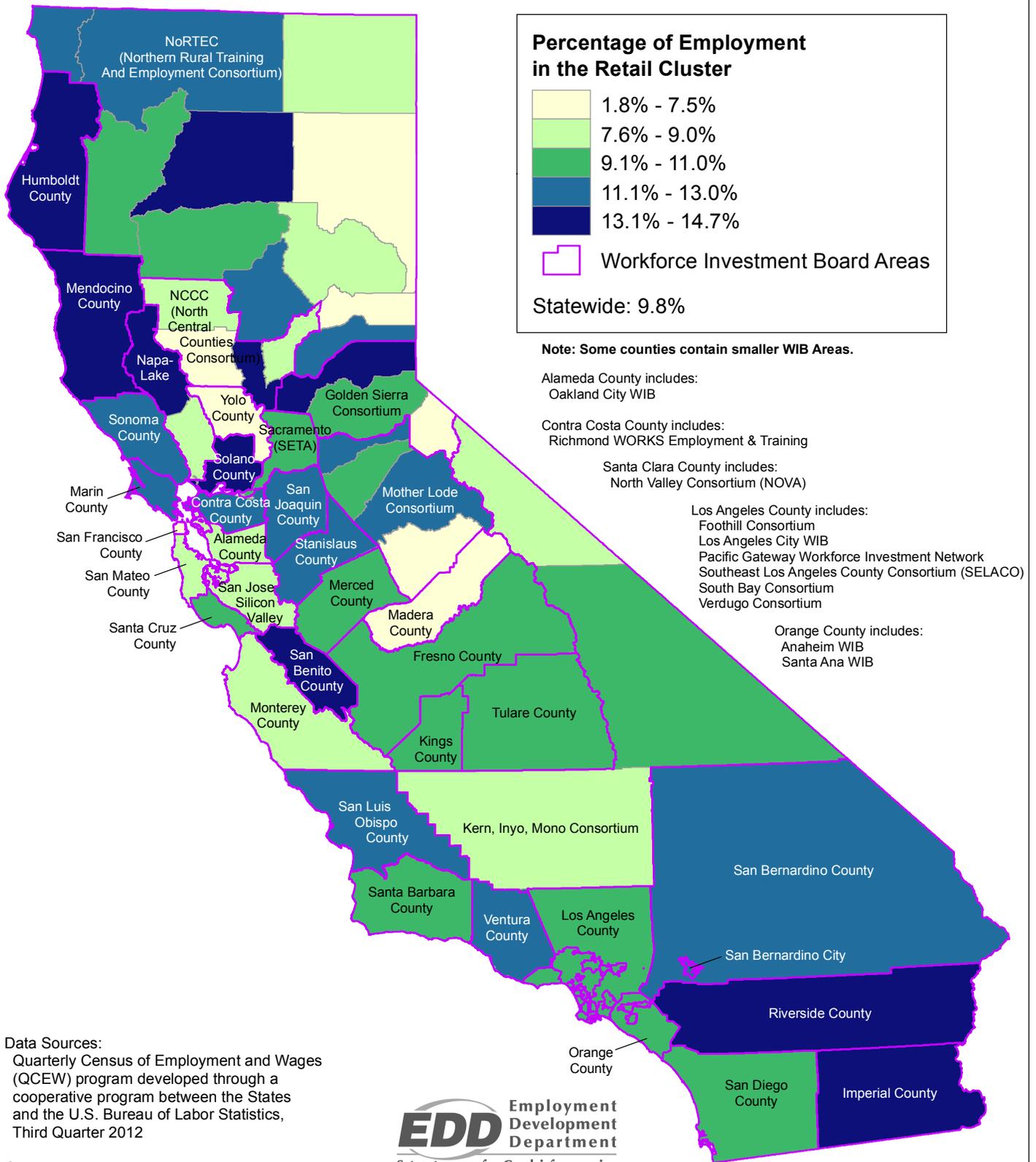
Data Sources:
 Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2012

Cartography by:
 Labor Market Information Division
 California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
 April 2014



California Retail Cluster

Percentage of Total County Employment, 2012



Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2012

Cartography by:
Labor Market Information Division
California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
April 2014





Occupational Analysis: Health Care Services

Northern Region

July 2014

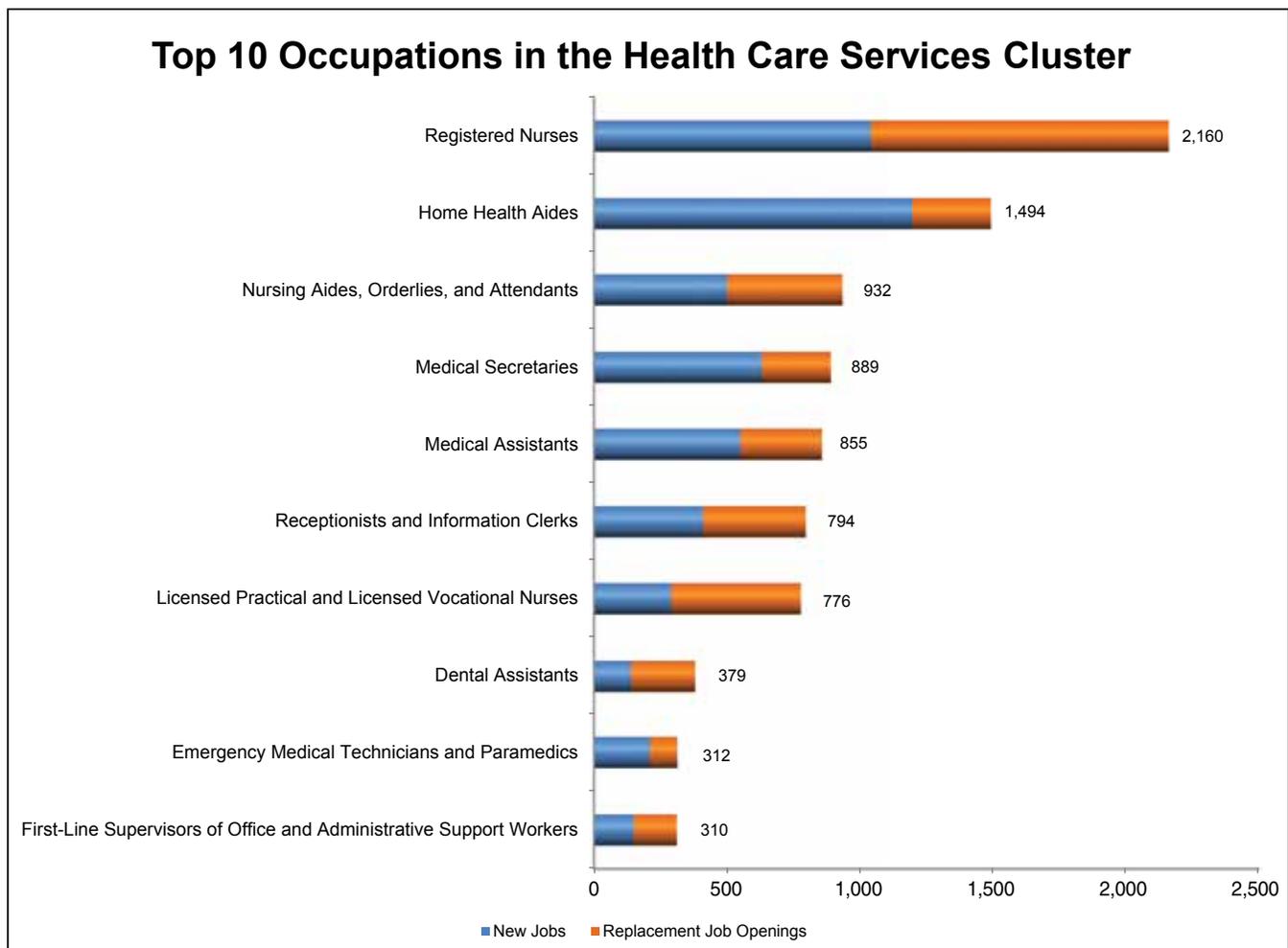
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, and Yuba Counties

What is the Health Care Services Cluster?

The Health Care Services cluster is comprised of 14 industries that include hospitals and doctor's offices, diagnostic laboratories, continuing care retirement communities, home health care services, and other activities related to health care. The workers employed within this cluster span all skill levels and share skills and work activities, both within the cluster and in many other industry clusters, suggesting the potential for skills transference and upward mobility with additional training.

Top 10 Occupations in the Health Care Services Cluster

The graph below identifies the top 10 occupations in the Health Care Services cluster, based on the Northern Region's projected new job growth plus replacement openings. In sum, these 10 occupations represent more than one-half of the 16,017 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as active listening, critical thinking, social perceptiveness, and speaking.¹⁸



Source: California Employment Development Department, *Projections of Employment 2010-2020*. Industry and occupational employment projections for 2010-2020 in this report may not be directly comparable to the published 2010-2020 employment projections available online at www.labormarketinfo.edd.ca.gov.

¹⁸ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

Top 10 Occupations and Recent Job Demand in the Health Care Services Cluster

The table below further profiles the top 10 occupations in the Health Care Services cluster by listing total job openings for 2010-2020, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a 120-day period. The HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings ¹³ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²⁰	HWOL Job Advertisement ²¹ (120 days)
Registered Nurses	2,160	\$35.20	\$73,214	Associate's degree	2,295
Home Health Aides	1,494	\$9.95	\$20,678	Less than high school	172
Nursing Aides, Orderlies, and Attendants	932	\$13.26	\$27,588	Postsecondary non-degree award	204
Medical Secretaries	889	\$14.87	\$30,934	High school diploma or equivalent	252
Medical Assistants	855	\$14.23	\$29,604	Postsecondary non-degree award	237
Receptionists and Information Clerks	794	\$12.79	\$26,595	High school diploma or equivalent	257
Licensed Practical and Licensed Vocational Nurses	776	\$23.84	\$49,580	Postsecondary non-degree award	250
Dental Assistants	379	\$18.68	\$38,867	Postsecondary non-degree award	152
Emergency Medical Technicians and Paramedics	312	\$14.48	\$30,120	Postsecondary non-degree award	50
First-Line Supervisors of Office and Administrative Support Workers	310	\$22.00	\$45,775	High school diploma or equivalent	451

Source: California Employment Development Department, *Projections of Employment 2010-2020*; *Occupational Employment Statistics Wage Survey*, updated to 1st Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending June 16, 2014.

¹⁹ Total job openings are the sum of new jobs and replacement needs.

²⁰ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

²¹ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

Top Occupations for the Health Care Services Cluster by Education Level

The table below identifies top occupations with the most total job openings, categorized by entry-level education requirements, within the Health Care Services cluster. The table includes the statewide projected job openings and median hourly and annual wages at the statewide level. In addition, recent totals of online job advertisements over a 120-day period are included. Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the cluster.

Occupations	Total Job Openings ²² (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements (120 days)
Requires a Bachelor's Degree or Higher				
Medical and Health Services Managers	271	\$43.67	\$90,833	334
Physical Therapists	119	\$41.34	\$85,984	560
Healthcare Social Workers	117	\$30.42	\$63,284	59
Family and General Practitioners	116	\$68.88	\$143,260	105
Dentists, General	104	\$73.77	\$153,460	63
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	2,160	\$35.20	\$73,214	2,295
Nursing Aides, Orderlies, and Attendants ²³	932	\$13.26	\$27,588	204
Medical Assistants	855	\$14.23	\$29,604	237
Licensed Practical and Licensed Vocational Nurses	776	\$23.84	\$49,580	250
Dental Assistants	379	\$18.68	\$38,867	152
Requires a High School Diploma or Equivalent or Less				
Home Health Aides	1,494	\$9.95	\$20,678	172
Medical Secretaries	889	\$14.87	\$30,934	252
Receptionists and Information Clerks	794	\$12.79	\$26,595	257
First-Line Supervisors of Office and Administrative Support Workers	310	\$22.00	\$45,775	451
Billing and Posting Clerks	283	\$16.00	\$33,276	61

Source: California Employment Development Department, *Projections of Employment 2010-2020*; *Occupational Employment Statistics Wage Survey*, updated to 1st Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending June 16, 2014.

²² Total job openings are the sum of new jobs and replacement needs.

²³ Wages reflect the occupation Nursing Assistants.

Skill Requirements in the Health Care Services Cluster

The table below lists the top 10 skills required for top Health Care Services cluster occupations. Active listening, critical thinking, and speaking are the most commonly shared skills, followed by reading comprehension and social perceptiveness. The skills and work activities identified for each occupation are from the U.S. Department of Labor's Occupational Information Network (O*NET).

Occupation	Skills																		
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Operations Analysis	Reading Comprehension	Science	Service Orientation	Social Perceptiveness	Speaking	Time Management	Writing
Requires a Bachelor's Degree or Higher																			
Dentists, General	•	•	•	•	•		•					•	•	•			•		
Family and General Practitioners	•	•	•		•		•					•	•			•	•		•
Healthcare Social Workers		•		•	•		•				•	•		•	•	•	•		•
Medical and Health Services Managers		•		•	•		•	•			•	•	•				•	•	
Physical Therapists		•		•	•	•	•					•		•	•	•	•		•
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																			
Dental Assistants	•	•			•	•					•	•		•	•	•	•		•
Licensed Practical and Licensed Vocational Nurses		•		•	•		•				•	•		•	•	•	•	•	
Medical Assistants	•	•		•	•						•	•		•	•	•	•		•
Nursing Aides, Orderlies, and Attendants ²⁴	•	•		•	•						•	•		•	•	•	•		•
Registered Nurses	•	•		•	•	•					•	•		•	•	•	•		
Requires a High School Diploma or Equivalent or Less																			
Billing, Cost, and Rate Clerks	•	•	•		•		•			•		•		•		•			•
First-Line Supervisors of Office and Administrative Support Workers		•		•	•			•			•	•				•	•	•	•
Home Health Aides	•	•		•	•	•	•				•			•	•	•	•		
Medical Secretaries		•	•	•	•							•		•	•	•	•	•	•
Receptionists and Information Clerks		•	•	•	•						•	•		•	•	•	•		•

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

²⁴ Skills listed represent the occupation Nursing Assistants, a new classification that replaces Nursing Aides, Orderlies, and Attendants.

Work Activities in the Health Care Services Cluster

The table below lists the 10 top work activities required for top occupations in the Health Care Services cluster, categorized by entry-level education requirements. The most common include establishing and maintaining interpersonal relationships; updating and using relevant knowledge; organizing, planning, and prioritizing work; assisting and caring for others; communicating with supervisors, peers, or subordinates; and getting information.

Occupation	Work Activities																										
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Judging the Qualities of Things, Services, or People	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Organizing, Planning, and Prioritizing Work	Performing Administrative Activities	Performing for or Working Directly with the Public	Processing Information	Provide Consultation and Advice to Others	Resolving Conflicts and Negotiating with Others	Thinking Creatively	Updating and Using Relevant Knowledge	
Requires a Bachelor's Degree or Higher																											
Dentists, General	•					•		•						•	•	•	•					•	•				•
Family and General Practitioners	•	•						•	•		•			•		•	•					•					•
Healthcare Social Workers		•		•	•			•	•		•					•			•					•			•
Medical and Health Services Managers			•		•			•	•			•				•		•	•				•	•			
Physical Therapists		•						•	•				•	•		•	•					•				•	•
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																											
Dental Assistants		•						•	•	•		•	•			•	•		•								•
Licensed Practical and Licensed Vocational Nurses		•			•			•	•			•	•			•	•		•								•
Medical Assistants		•			•			•	•		•		•			•		•	•		•						•
Nursing Aides, Orderlies, and Attendants ²⁵		•			•			•	•		•	•		•	•	•	•		•			•					
Registered Nurses		•			•			•	•			•	•			•	•		•			•					•
Requires a High School Diploma or Equivalent or Less																											
Billing, Cost, and Rate Clerks	•				•			•	•	•						•			•	•		•					•
First-Line Supervisors of Office and Administrative Support Workers			•	•	•		•	•			•	•							•					•			•
Home Health Aides		•			•			•	•		•	•		•	•	•	•		•								
Medical Secretaries		•		•	•			•	•			•		•	•	•			•			•					•
Receptionists and Information Clerks		•		•	•			•	•								•		•	•	•						•

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

²⁵ Work activities listed represent Nursing Assistants, a new classification that replaces Nursing Aides, Orderlies, and Attendants.

Related Occupations for the Health Care Services Cluster

The table below lists top occupations in the Health Care Services cluster by entry-level education requirements and provides a sample of related occupations. With additional preparation, these related occupations match the skills, education, and work experience needed for the top Health Care Services cluster occupations.

Health Care Services Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Dentists, General	<ul style="list-style-type: none"> • Oral and Maxillofacial Surgeons • Orthodontists • Prosthodontists
Family and General Practitioners	<ul style="list-style-type: none"> • Preventive Medicine Physicians • Physician Assistants • Clinical Nurse Specialists
Healthcare Social Workers	<ul style="list-style-type: none"> • Marriage and Family Therapists • Mental Health Counselors • Child, Family, and School Social Workers
Medical and Health Services Managers	<ul style="list-style-type: none"> • Human Resources Managers • Training and Development Managers • Education Administrators, Elementary and Secondary School
Physical Therapists	<ul style="list-style-type: none"> • Health Specialties Teachers, Postsecondary • Nursing Instructors and Teachers, Postsecondary • Occupational Therapists
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Dental Assistants	<ul style="list-style-type: none"> • Cardiovascular Technologists and Technicians • Neurodiagnostic Technologists • Medical Assistants
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> • Radiologic Technicians • Occupational Therapy Assistants • Physical Therapist Assistants Bright Outlook
Medical Assistants	<ul style="list-style-type: none"> • Licensed Practical and Licensed Vocational Nurses • Neurodiagnostic Technologists • Occupational Therapy Assistants
Nursing Aides, Orderlies, and Attendants ²⁶	N/A
Registered Nurses	<ul style="list-style-type: none"> • Acute Care Nurses • Critical Care Nurses • Cardiovascular Technologists and Technicians
Requires a High School Diploma or Equivalent or Less	
Billing, Cost, and Rate Clerks	<ul style="list-style-type: none"> • Paralegals and Legal Assistants • Bookkeeping, Accounting, and Auditing Clerks • Payroll and Timekeeping Clerks
First-Line Supervisors of Office and Administrative Support Workers	<ul style="list-style-type: none"> • General and Operations Managers • Human Resources Specialists • Training and Development Managers
Home Health Aides	<ul style="list-style-type: none"> • Psychiatric Aides • Occupational Therapy Aides • Physical Therapist Aides
Medical Secretaries	<ul style="list-style-type: none"> • Medical Records and Health Information Technicians • Bill and Account Collectors • License Clerks
Receptionists and Information Clerks	<ul style="list-style-type: none"> • Customer Service Representatives • Hotel, Motel, and Resort Desk Clerks • Interviewers, Except Eligibility and Loan

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

²⁶ Currently no related occupations reported by O*NET.

Employer Demand for the Health Care Services Cluster

The following table lists the Northern Region's employers in the Health Care Services cluster who posted the most job advertisements during the 120-day period ending June 16, 2014. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Health Care Services Cluster Employers	Recent Job Advertisements ²⁷ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
DIGNITY HEALTH	203	313	-110	-35.1%
Mercy Medical Center	169	103	66	64.1%
Enloe Medical Center	110	141	-31	-22.0%
Onward Healthcare	83	83	0	0.0%
Genesis HealthCare	77	14	63	450.0%
Ukiah Valley Medical Center	66	72	-6	-8.3%
Banner Health	61	53	8	15.1%
Sutter Health	59	105	-46	-43.8%
St. Elizabeth Community Hospital	57	13	44	338.5%
Feather River Hospital	43	89	-46	-51.7%
St. Helena Hospital	39	11	28	254.5%
Fremont Medical Center	31	7	24	342.9%
Fremont-Rideout Health Group	24	47	-23	-48.9%
Frank R. Howard Memorial Hospital	24	12	12	100.0%
SHASTA COMMUNITY HEALTH CENTER	23	13	10	76.9%
Accentcare	20	26	-6	-23.1%
DaVita, Inc.	19	15	4	26.7%
360 Healthcare Staffing	18	14	4	28.6%
Quest Diagnostics	17	35	-18	-51.4%
Open Door Community Health Centers	17	0	17	N/A

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending June 16, 2014.

²⁷ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Health Care Services Occupations

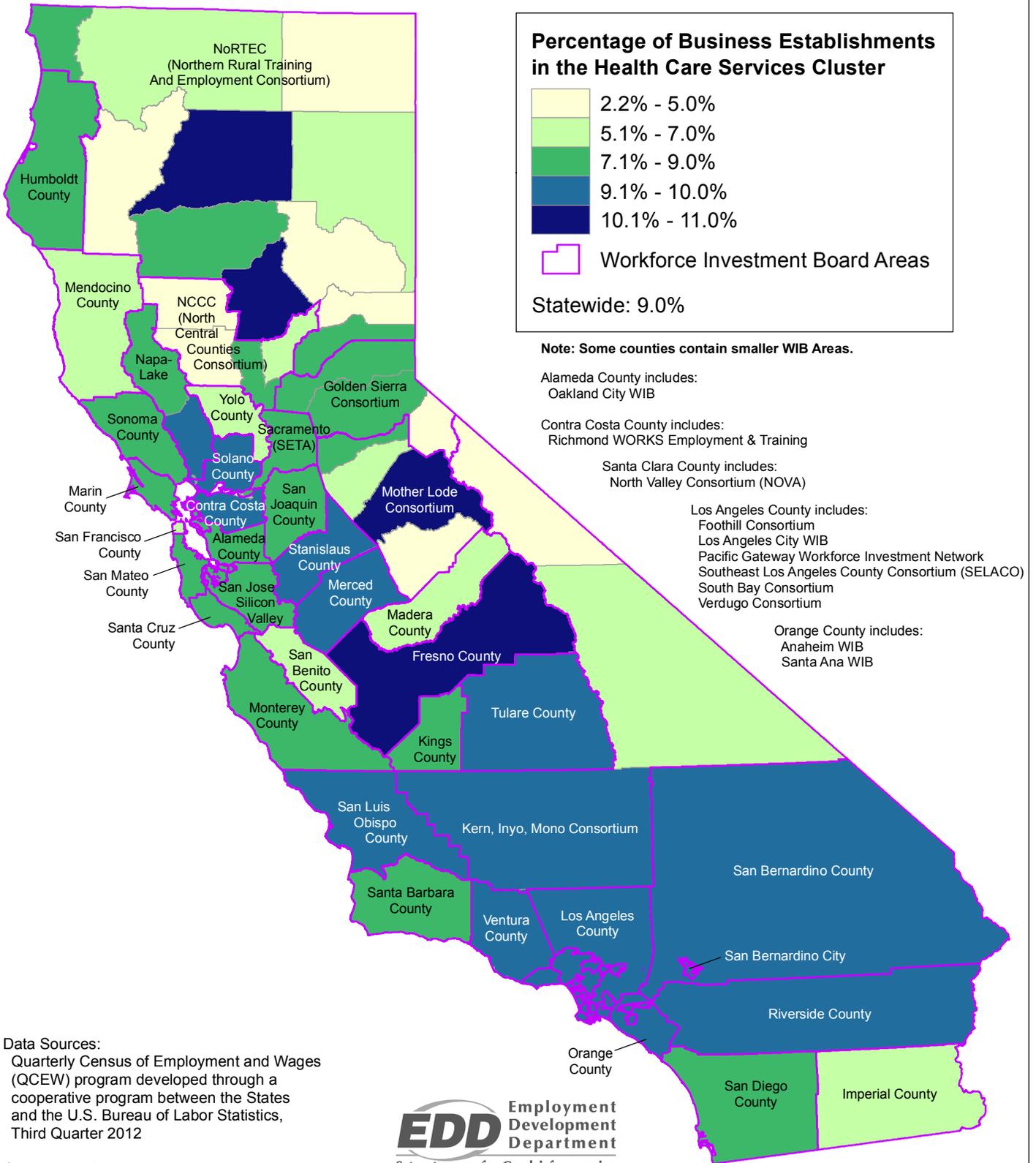
The table below provides examples of instructional programs related to top occupations in the Health Care Services cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Health Care Services cluster. To view a more complete list of training programs, select the source links under the table below. The Taxonomy of Programs categorizes and describes instructional programs only for California Community Colleges.

Occupation	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Billing and Posting Clerks	N/A	N/A	N/A	N/A
Dental Assistants	51.0601	Dental Assisting/Assistant	124010	Dental Assistant
First-Line Supervisors of Office and Administrative Support Workers	51.0705	Medical Office Management/ Administration	50630	Management Development and Supervision
	51.0711	Medical/Health Management and Clinical Assistant/Specialist	51440	Office Management
Home Health Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
Licensed Practical and Licensed Vocational Nurses	51.3901	Licensed Practical/Vocational Nurse Training	123020	Licensed Vocational Nursing
	51.3999	Practical Nursing, Vocational Nursing and Nursing Assistants, Other		
Medical Assistants	51.0710	Medical Office Assistant/Specialist	120800	Medical Assisting Clinical Medical Assistin
	51.0713	Medical Insurance Specialist/Coder	120810	
	51.0716	Medical Administrative/Executive Assistant and Medical Secretary		
Medical Secretaries	51.0710	Medical Office Assistant/Specialist	N/A	N/A
	51.0714	Medical Insurance Specialist/Medical Biller		
	51.0716	Medical Administrative/Executive Assistant and Medical Secretary		
Nursing Aides, Orderlies, and Attendants	51.2601	Health Aide	123080	Home Health Aide
	51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide		
	51.3999	Practical Nursing, Vocational Nursing and Nursing Assistants, Other		
Receptionists and Information Clerks	52.0406	Receptionist	120830	Health Facility Unit Coordinator
Registered Nurses	51.3801	Registered Nursing/Registered Nurse	123000	Nursing
	51.3805	Family Practice Nurse/Nursing	123010	Registered Nursing
	51.3806	Maternal/Child Health and Neonatal Nurse/Nursing		

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](http://www.nces.ed.gov) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk 6th Edition \(2009\)](http://www.cccco.edu), www.cccco.edu

California Health Care Services Cluster

Percentage of Total County Establishments, 2012



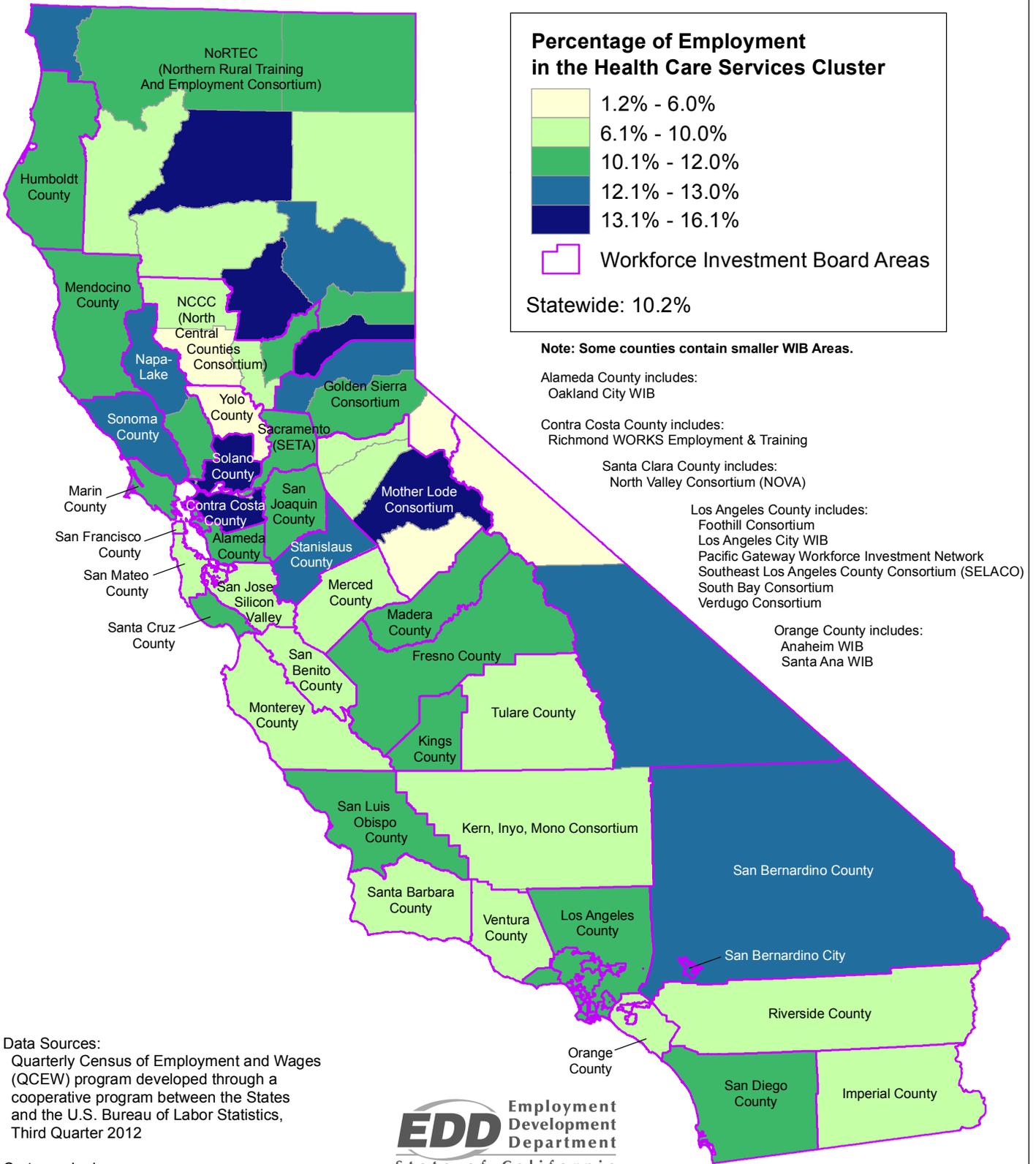
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2012

Cartography by:
Labor Market Information Division
California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
April 2014



California Health Care Services Cluster

Percentage of Total County Employment, 2012



Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2012

Cartography by:
Labor Market Information Division
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April 2014



Occupational Analysis: Education and Training

Northern Region

July 2014

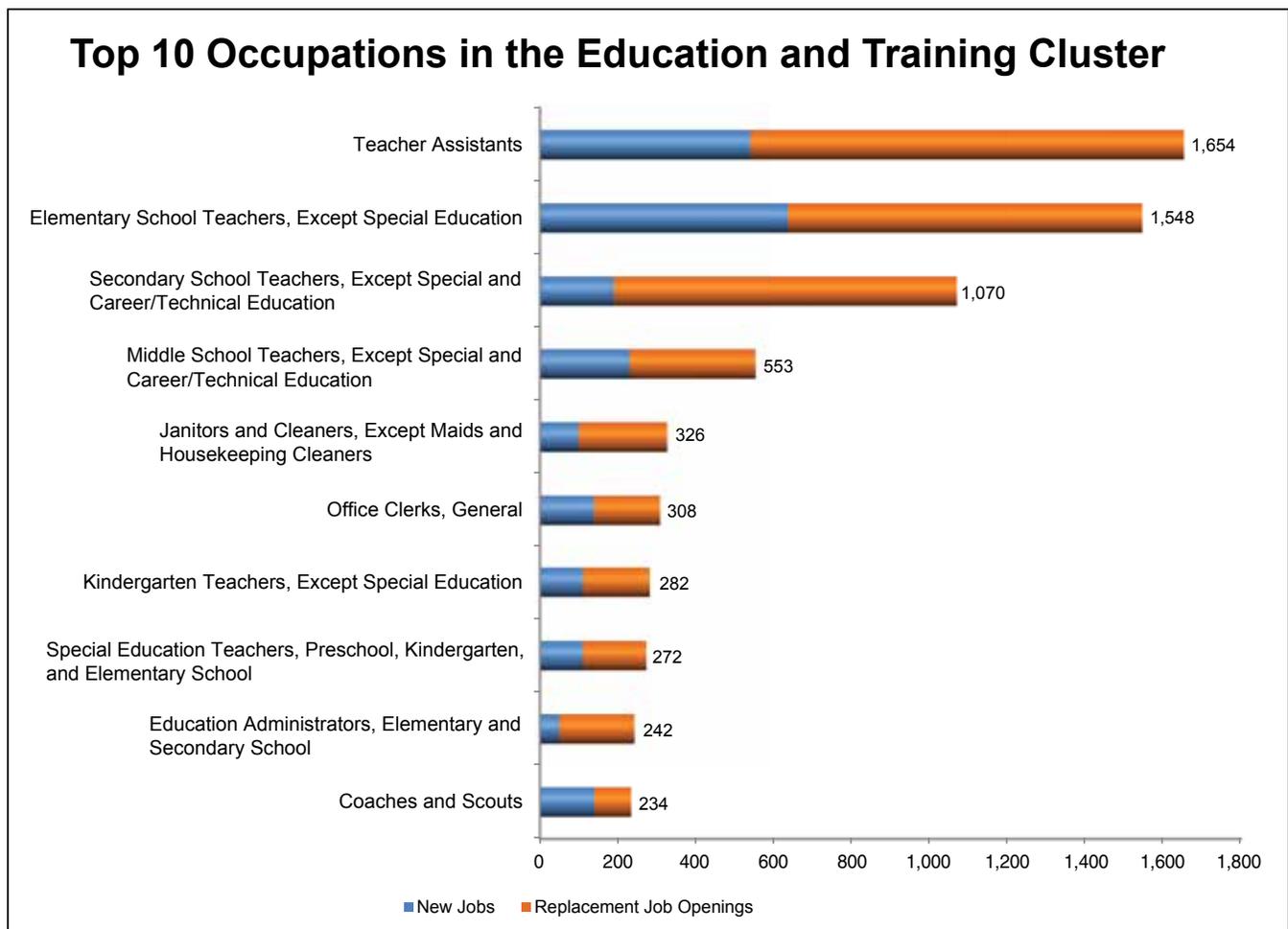
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, and Yuba Counties

What is the Education and Training Cluster?

The Education and Training industry cluster is comprised of public and private elementary and high schools, community colleges, universities, and professional schools with programs such as dental, law, and medical. Other establishments include trade schools and tutoring businesses. The workers employed within this cluster span all skill levels and share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference and upward mobility with additional training.

Top 10 Occupations in the Education and Training Cluster

The graph below identifies the top 10 occupations in the Education and Training cluster, based on the Northern Region's projected new job growth plus replacement openings. In sum, these 10 occupations represent more than one-half of the 12,878 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as active listening, monitoring, reading comprehension, social perceptiveness, and speaking.²⁸



Source: California Employment Development Department, *Projections of Employment 2010-2020*. Industry and occupational employment projections for 2010-2020 in this report may not be directly comparable to the published 2010-2020 employment projections available at www.labormarketinfo.edd.ca.gov.

²⁸ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

Top 10 Occupations and Recent Job Demand in the Education and Training Cluster

The table below further profiles the top 10 occupations in the Education and Training cluster by listing the total job openings for 2010-2020, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a 120-day period. The HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings ²⁹ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ³⁰	HWOL Job Advertisement ³¹ (120 days)
Teacher Assistants	1,654	N/A	\$26,724	Some college, no degree	203
Elementary School Teachers, Except Special Education	1,548	N/A	\$61,279	Bachelor's degree	255
Secondary School Teachers, Except Special and Career/ Technical Education	1,070	N/A	\$63,317	Bachelor's degree	249
Middle School Teachers, Except Special and Career/ Technical Education	553	N/A	\$62,359	Bachelor's degree	251
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	326	\$12.67	\$26,354	Less than high school	59
Office Clerks, General	308	\$13.61	\$28,306	High school diploma or equivalent	10
Kindergarten Teachers, Except Special Education	282	N/A	\$62,262	Bachelor's degree	260
Special Education Teachers, Preschool, Kindergarten, and Elementary School ³²	272	N/A	\$66,899	Bachelor's degree	489
Education Administrators, Elementary and Secondary School	242	N/A	\$90,968	Master's degree	449
Coaches and Scouts	234	N/A	\$30,624	Bachelor's degree	200

Source: California Employment Development Department, *Projections of Employment 2010-2020*; *Occupational Employment Statistics Wage Survey*, updated to 1st Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending June 17, 2014.

²⁹ Total job openings are the sum of new jobs and replacement needs.

³⁰ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

³¹ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

³² Wages reflect the occupation Special Education Teachers, Kindergarten and Elementary Schools.

Top Occupations for the Education and Training Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Education and Training cluster. The table includes the Northern Region's projected total job openings and median hourly wages. In addition, recent totals of online job advertisements over a 120-day period are included. Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the cluster.

Occupations	Total Job Openings ³³ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements (120 days)
Requires a Bachelor's Degree or Higher				
Elementary School Teachers, Except Special Education	1,548	N/A	\$61,279	255
Secondary School Teachers, Except Special and Career/ Technical Education	1,070	N/A	\$63,317	249
Middle School Teachers, Except Special and Career/Technical Education	553	N/A	\$62,359	251
Kindergarten Teachers, Except Special Education	282	N/A	\$62,262	260
Special Education Teachers, Preschool, Kindergarten, and Elementary School ³⁴	272	N/A	\$66,899	489
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Teacher Assistants	1,654	N/A	\$26,724	203
Library Technicians	104	\$17.98	\$37,388	224
Preschool Teachers, Except Special Education	82	\$12.62	\$26,242	274
Computer Support Specialists ³⁵	67	\$21.87	\$45,492	582
Registered Nurses	16	\$35.20	\$73,214	762
Requires a High School Diploma or Equivalent or Less				
Janitors and Cleaners	326	\$12.67	\$26,354	59
Office Clerks, General	308	\$13.61	\$28,306	10
First-Line Supervisors of Office and Administrative Support Workers	225	\$22.00	\$45,775	35
Childcare Workers	207	\$10.81	\$22,479	106
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	141	\$15.42	\$32,085	11

Source: California Employment Development Department, *Projections of Employment 2010-2020*; Occupational Employment Statistics Wage Survey, updated to 1st Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending June 17, 2014.

³³ Total job openings are the sum of new jobs and replacement needs.

³⁴ Wages reflect the occupation Special Education Teachers, Kindergarten and Elementary Schools.

³⁵ Wages reflect the occupation Computer User Support Specialists.

Skill Requirements in the Education and Training Cluster

The table below lists the 10 top skills required for top occupations in the Education and Training cluster, categorized by entry-level education requirements. Active listening, monitoring, reading comprehension, and speaking are the most commonly shared skills, followed by reading comprehension. The skills and work activities identified for each occupation are from the U.S. Department of Labor's Occupational Information Network (O*NET).

Occupation	Skills														
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Monitoring	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Time Management	Writing
Requires a Bachelor's Degree or Higher															
Elementary School Teachers, Except Special Education		•		•	•		•	•	•	•		•	•		•
Kindergarten Teachers, Except Special Education	•	•			•		•	•	•	•		•	•		•
Middle School Teachers, Except Special and Career/ Technical Education	•	•		•		•		•	•	•		•	•		•
Secondary School Teachers, Except Special and Career/ Technical Education	•	•				•	•	•	•	•		•	•		•
Special Education Teachers, Preschool, Kindergarten, and Elementary School	No O*NET Skills Available for this occupation.														
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree															
Computer Support Specialists ³⁶	•	•		•	•	•			•	•	•		•		•
Library Technicians	•	•		•	•	•			•	•	•		•		•
Preschool Teachers, Except Special Education		•		•	•			•	•	•	•	•	•	•	
Registered Nurses	•	•		•	•	•			•	•	•	•	•		
Teacher Assistants		•		•	•	•			•	•	•	•	•		
Requires a High School Diploma or Equivalent or Less															
Childcare Workers	•	•		•	•			•	•	•		•	•	•	
First-Line Supervisors of Office and Administrative Support Workers		•		•	•			•	•	•		•	•	•	•
Janitors and Cleaners, Except Maids and Housekeeping Cleaners		•	•	•	•		•			•	•	•	•	•	
Office Clerks, General		•		•	•				•	•	•	•	•	•	•
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	•	•			•				•	•	•	•	•	•	•

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

³⁶ Skills listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

Work Activities in the Education and Training Cluster

The table below lists the 10 top work activities required for top occupations in the Education and Training cluster, categorized by entry-level education requirements. The most common include establishing and maintaining interpersonal relationships; updating and using relevant knowledge; organizing, planning, and prioritizing work; assisting and caring for others; communicating with supervisors, peers, or subordinates; and getting information.

Occupation	Work Activities																															
	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Developing and Building Teams	Developing Objectives and Strategies	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	Interacting With Computers	Interpreting the Meaning of Information for Others	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Organizing, Planning, and Prioritizing Work	Performing Administrative Activities	Performing for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Resolving Conflicts and Negotiating with Others	Scheduling Work and Activities	Thinking Creatively	Training and Teaching Others	Updating and Using Relevant Knowledge			
Requires a Bachelor's Degree or Higher																																
Elementary School Teachers, Except Special Education		•		•				•		•									•		•							•	•	•	•	
Kindergarten Teachers, Except Special Education		•		•		•	•			•									•		•								•	•	•	
Middle School Teachers, Except Special and Career/Technical Education		•		•		•	•			•							•			•									•	•	•	
Secondary School Teachers, Except Special and Career/Technical Education		•		•						•				•				•		•									•	•	•	•
Special Education Teachers, Preschool, Kindergarten, and Elementary School	No O*NET Work Activities Available for this occupation.																															
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																
Computer Support Specialists ³⁷				•						•	•			•		•		•		•				•				•		•	•	
Library Technicians				•					•	•	•		•	•						•		•									•	
Preschool Teachers, Except Special Education	•			•						•								•	•	•		•					•	•	•			
Registered Nurses	•			•						•	•		•					•	•	•				•							•	
Teacher Assistants	•	•		•						•	•								•	•							•	•			•	
Requires a High School Diploma or Equivalent or Less																																
Childcare Workers	•			•						•			•					•	•	•		•				•	•					
First-Line Supervisors of Office and Administrative Support Workers		•	•	•		•				•	•	•								•								•				•
Janitors and Cleaners, Except Maids and Housekeeping Cleaners				•	•					•			•	•	•				•	•		•	•									
Office Clerks, General	•			•						•	•	•				•			•						•		•					•
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive				•						•	•			•				•		•	•	•		•							•	

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

³⁷ Work activities listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

Related Occupations for the Education and Training Cluster

The table below lists top occupations in the Education and Training cluster by entry-level education requirements and provides a sample of related occupations. With additional preparation, these related occupations match the skills, education, and work experience needed for the top Education and Training cluster occupations.

Education and Training Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Elementary School Teachers, Except Special Education	<ul style="list-style-type: none"> Career/Technical Education Teachers, Middle School Adult Basic and Secondary Education and Literacy Teachers Preschool Teachers, Except Special Education
Secondary School Teachers, Except Special and Career/Technical Education	<ul style="list-style-type: none"> Educational, Guidance, School, and Vocational Counselors Middle School Teachers, Except Special and Career/Technical Education Educational, Guidance, School, and Vocational Counselors
Middle School Teachers, Except Special and Career/Technical Education	<ul style="list-style-type: none"> Secondary School Teachers, Except Special and Career/Technical Education Directors, Religious Activities and Education Health Educators
Kindergarten Teachers, Except Special Education	<ul style="list-style-type: none"> Recreation Workers Teacher Assistants Special Education Teachers, Kindergarten and Elementary School
Special Education Teachers, Preschool, Kindergarten, and Elementary School ³⁸	N/A
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Teacher Assistants	<ul style="list-style-type: none"> Preschool Teachers, Except Special Education Personal Care Aides Social and Human Service Assistants
Library Technicians	<ul style="list-style-type: none"> Bookkeeping, Accounting and Auditing Clerks Human Resource Assistants, Except Payroll and Timekeeping Paralegals and Legal Assistants
Preschool Teachers, Except Special Education	<ul style="list-style-type: none"> Nannies Elementary School Teachers, Except Special Education Recreation Workers
Computer Support Specialists	<ul style="list-style-type: none"> Web Administrators Electrical Engineering Technicians Computer, Automated Teller, and Office Machine Repairers
Registered Nurses	<ul style="list-style-type: none"> Cardiovascular Technologists and Technicians Psychiatric Technicians Emergency Medical Technicians and Paramedics
Requires a High School Diploma or Equivalent or Less	
Janitors and Cleaners	<ul style="list-style-type: none"> Maids and Housekeeping Cleaners Dishwashers Stock Clerks—Stockroom, Warehouse, or Storage Yard
Office Clerks, General	<ul style="list-style-type: none"> Receptionists and Information Clerks Medical Secretaries Bill and Account Collectors
First-Line Supervisors of Office and Administrative Support Workers	<ul style="list-style-type: none"> General and Operations Managers Human Resources Specialists Administrative Services Managers
Childcare Workers	<ul style="list-style-type: none"> Home Health Aides Hotel, Motel, and Resort Desk Clerks Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	<ul style="list-style-type: none"> Bill and Account Collectors Medical Records and Health Information Technicians Insurance Policy Processing Clerks

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org

³⁸ Currently no related occupations reported by O*NET.

Employer Demand for the Education and Training Cluster

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Education and Training Cluster Employers	Recent Job Advertisements ³⁹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
A+ Educational Center	108	2	106	5,400%
Gateway Unified School District	71	47	24	151%
Humboldt State University	64	35	29	183%
Fort Bragg Unified School District	54	22	32	245%
Redding School District	44	44	0	100%
Shasta College	42	8	34	525%
Butte-Glenn Community College	40	52	-12	77%
Kelseyville Unified School District	31	16	15	194%
Simpson College	27	8	19	338%
Oroville City Elementary	20	13	7	154%
Lakeport Unified School District	19	5	14	380%
Chico Unified	19	13	6	146%
Yuba Community College District	19	5	14	380%
Anderson Union High School District	19	25	-6	76%
Scotts Valley Unified School District	18	15	3	120%
Lake County Office Of Education	17	0	17	N/A
Shasta Union High School District	17	25	-8	68%
Red Bluff Union Elementary	17	20	-3	85%
Glenn County Office Of Education	16	0	16	N/A
Colusa County Office Of Education	16	17	-1	94%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending June 16, 2014.

³⁹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Education and Training Occupations

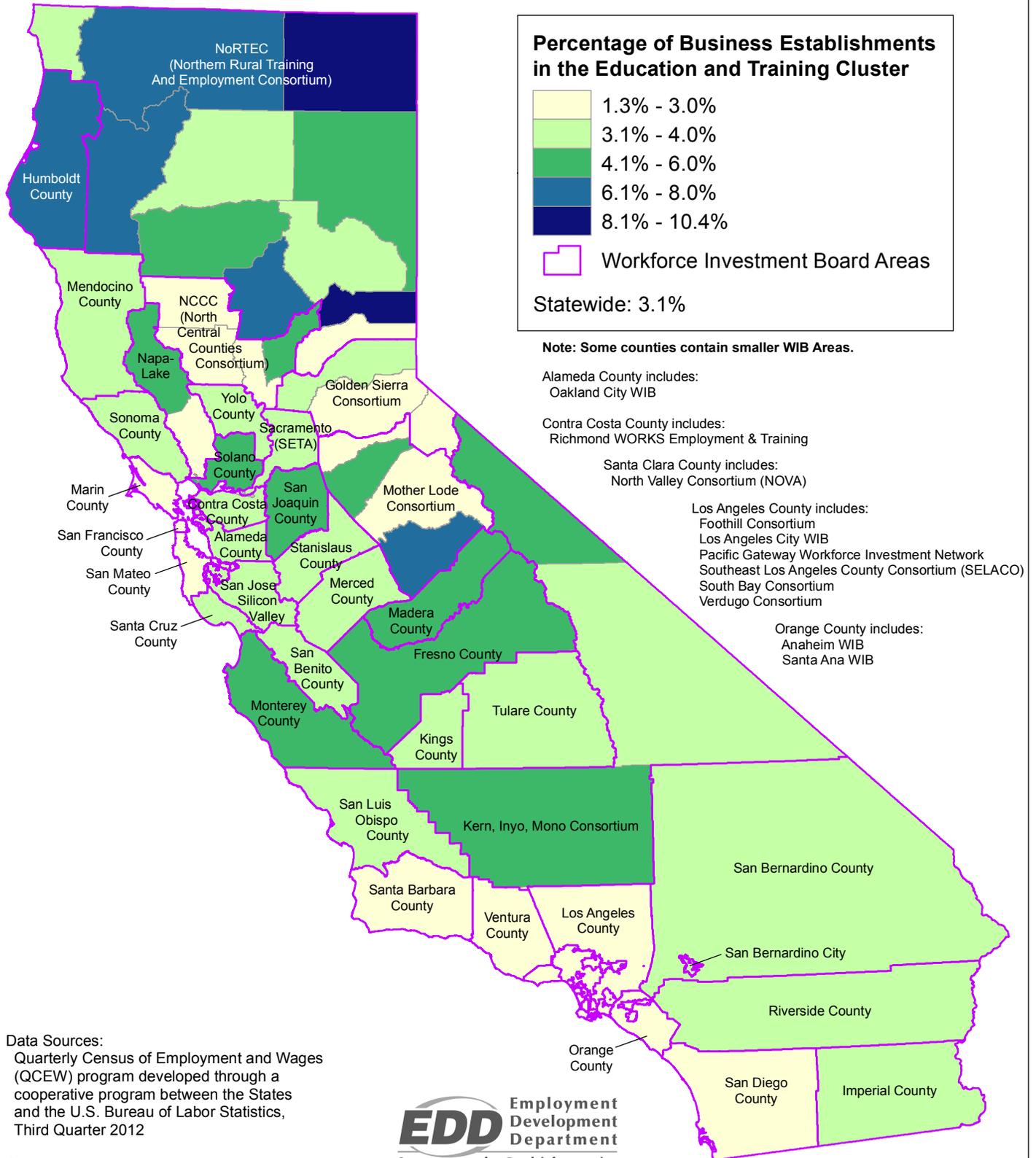
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Occupation	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Childcare Workers	19.0709	Child Care Provider/Assistant	130500	Child Development/Early Care and Education
		130540	Preschool Age Child	
		130550	The School Age Child	
Computer Support Specialists	11.0501	Computer Systems Analysis/Analyst	N/A	N/A
	11.1001	Network and System Administration/Administrator		
	11.1006	Computer Support Specialist		
First-Line Supervisors of Office and Administrative Support Workers	52.0204	Office Management and Supervision	050630	Management Development and Supervision
	51.0705	Medical Office Management/Administration	051440	Office Management
	52.0207	Computer Support Specialist		
Janitors and Cleaners	N/A	N/A	N/A	N/A
Library Technicians	25.0301	Library and Archives Assisting	160200	Library Technician (Aide)
Office Clerks, General	52.0408	General Office Occupations and Clerical Services	N/A	N/A
Preschool Teachers, Except Special Education	13.1209	Kindergarten/Preschool Education and Teaching	N/A	N/A
	13.1210	Early Childhood Education and Teaching		
	19.0708	Child Care and Support Services Management		
Registered Nurses	51.3801	Registered Nursing/Registered Nurse	123000	Nursing
	51.3802	Nursing Administration	123010	Registered Nursing
	51.3803	Adult Health Nurse/Nursing		
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	52.0401	Administrative Assistant and Secretarial Science, General	051400	Office Technology/Office Computer Applications
	52.0402	Executive Assistant/Executive Secretary		
Teacher Assistants	131501	Teacher Assistant/Aide	080200	Educational Aide (Teacher Assistant)
			080210	Educational Aide (Teacher Assistant), Bilingual

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](http://www.nces.ed.gov) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 6th Edition (2009), www.cccco.edu

California Education and Training Cluster

Percentage of Total County Establishments, 2012



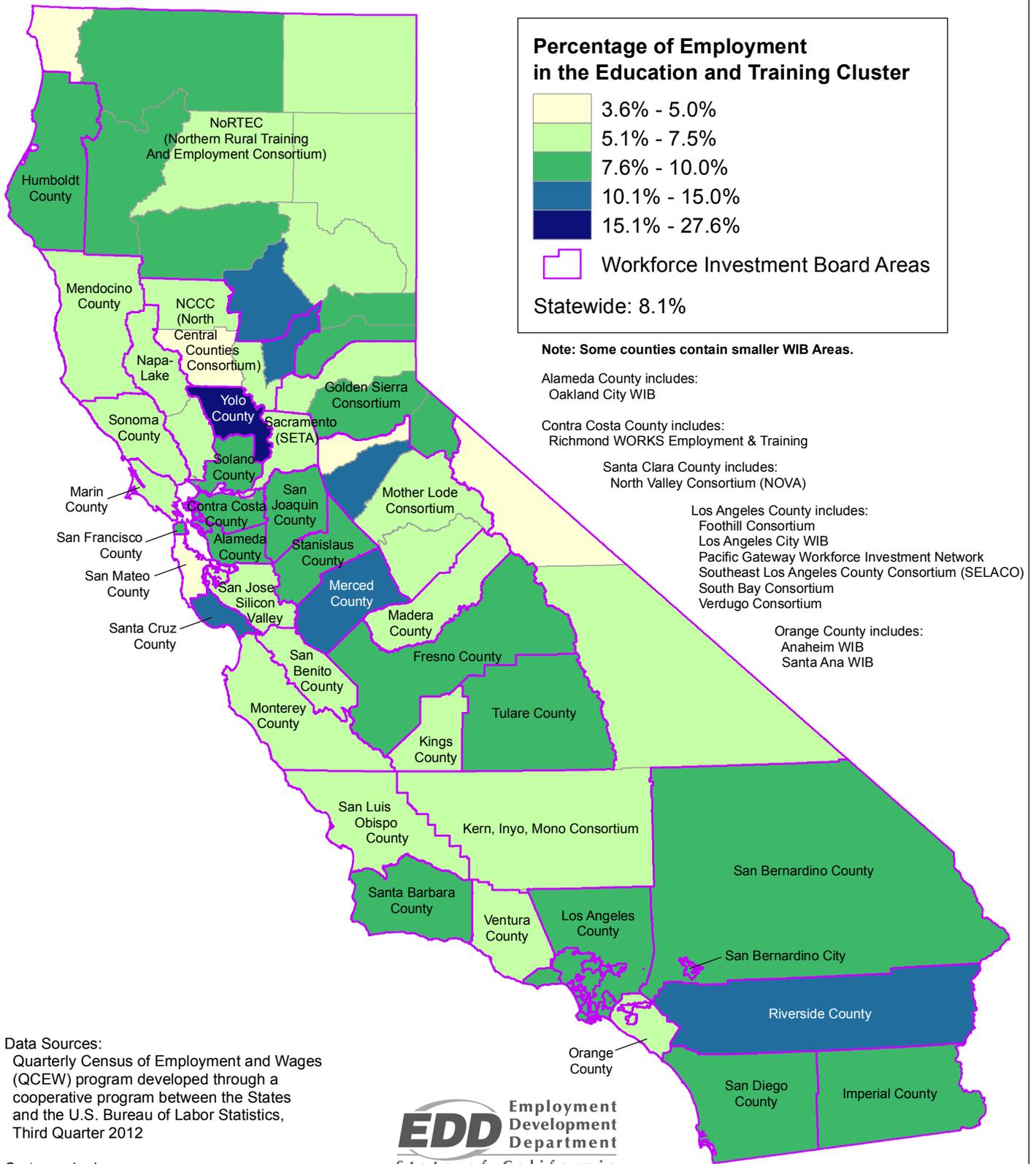
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Cartography by:
 Labor Market Information Division
 California Employment Development Department
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 June 2014



California Education and Training Cluster

Percentage of Total County Employment, 2012



Data Sources:
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Cartography by:
Labor Market Information Division
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