

Regional Economic Analysis Profile

Sacramento Region

August 2014



Alpine, El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba Counties



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TABLE OF CONTENTS

Summary of the Sacramento Region Industry Clusters	1
Industry Cluster Descriptions	3
Industry Cluster Definitions	5
Occupational Analysis: Hospitality and Tourism Cluster	7
What is the Hospitality and Tourism Cluster?	8
Top 10 Occupations in the Hospitality and Tourism Cluster	8
Top 10 Occupations and Recent Job Demand in the Hospitality and Tourism Cluster	9
Top Occupations for the Hospitality and Tourism Cluster by Education Level	10
Skill Requirements in the Hospitality and Tourism Cluster	11
Work Activities in the Hospitality and Tourism Cluster	12
Related Occupations for the Hospitality and Tourism Cluster	13
Employer Demand for the Hospitality and Tourism Cluster	14
Instructional Programs for the Top Hospitality and Tourism Cluster Occupations	15
Geographic Information Systems Maps: Percentage of Total County Establishments: Hospitality and Tourism Cluster	16
Geographic Information Systems Maps: Percentage of Total County Employment: Hospitality and Tourism Cluster	17
Occupational Analysis: Retail Cluster	18
What is the Retail Cluster?	19
Top 10 Occupations in the Retail Cluster	19
Top 10 Occupations and Recent Job Demand in the Retail Cluster	20
Top Occupations for the Retail Cluster by Education Level	21
Skill Requirements in the Retail Cluster	22
Work Activities in the Retail Cluster	23
Related Occupations for the Retail Cluster	24
Employer Demand for the Retail Cluster	25
Instructional Programs for the Top Retail Cluster Occupations	26

TABLE OF CONTENTS

Geographic Information Systems Maps: Percentage of Total County Establishments:	
Retail Cluster	27
Geographic Information Systems Maps: Percentage of Total County Employment:	
Retail Cluster	28
Occupational Analysis: Education and Training Cluster	29
What is the Education and Training Cluster?	30
Top 10 Occupations in the Education and Training Cluster.	30
Top 10 Occupations and Recent Job Demand in the Education and Training Cluster	31
Top Occupations for the Education and Training Cluster by Education Level	32
Skill Requirements in the Education and Training Cluster.	33
Work Activities in the Education and Training Cluster.	34
Related Occupations for the Education and Training Cluster	35
Employer Demand for the Education and Training Cluster	36
Instructional Programs for the Top Education and Training Cluster Occupations	37
Geographic Information Systems Maps: Percentage of Total County Establishments:	
Education and Training Cluster.	38
Geographic Information Systems Maps: Percentage of Total County Employment:	
Education and Training Cluster.	39

SUMMARY OF THE SACRAMENTO 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 are not be directly comparable to the published 2010-2020 employment projections available online at www.labormarketinfo.edd.ca.gov.

SUMMARY OF THE SACRAMENTO 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 Sacramento Region for the 2010-2020 projections period.

Top 10 Industry Clusters in the Sacramento Region	New Jobs ¹	Replacement Needs ²	Total Job Openings ³
Hospitality and Tourism	28,420	28,703	57,123
Retail	27,780	26,796	54,576
Education and Training	23,580	21,209	44,789
Health Care Services	24,100	17,255	41,355
Construction Materials and Services	21,860	8,744	30,604
Financial Services and Real Estate	19,290	11,280	30,570
Business Services	17,440	11,288	28,728
Professional and Technical Services	12,710	7,883	20,593
Information and Communication Technologies	9,420	5,616	15,036
Wholesale and Distribution	8,050	4,422	12,472

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 of more than 93,000 workers or 9.1 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
- Special Food Services
- Travel Arrangement and Reservation Services

The **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. During 2012-2013*, this cluster employed more than 92,000 workers, representing 9 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
- Automobile Dealers
- Building Material and Supplies Dealers

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 89,000 people in the region, accounting for 8.7 percent of the workforce. Top industries within this cluster include:

- Elementary and Secondary Schools
- Colleges, Universities, and Professional Schools
- Junior Colleges
- Other Schools and Instruction
- Educational Support Services

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 more than 96,000 people in the region during 2012- 2013*, accounting for 9.4 percent of the workforce. Industries in this cluster include both public and private employment. Top industries within this cluster include:

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

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 45,000 workers made up the cluster's employment, representing 4.5 percent of the region's total workforce. Top industries within this cluster include:

- Building Equipment Contractors
- Building Finishing Contractors
- Foundation, Structure, and Building Exterior Contractors
- Residential Building Construction
- Nonresidential Building Construction

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

INDUSTRY CLUSTER DESCRIPTIONS

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 48,000 people and accounted for 4.7 percent of the region's workforce in 2012-2013*. Industries showing the highest projected job openings include:

- Insurance Carriers
- Depository Credit Intermediation
- Agencies, Brokerages, and Other Insurance Related Activities
- Activities Related to Real Estate
- Nondepository Credit Intermediation

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 almost 64,000 people during 2012-2013* or 6.2 percent of the region's workforce. Top industries in this cluster include:

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

The **Professional and Technical Services** industry cluster is comprised of interrelated industries that include engineering and architectural firms, law offices, advertising companies, and accounting firms. In 2012-2013*, almost 39,000 people were employed in the region, 3.8 percent of the region's workforce. Top industries within this cluster include:

- Management, Scientific, and Technical Consulting Services
- Architectural, Engineering, and Related Services
- Legal Services
- Other Professional, Scientific, and Technical Services
- Advertising, Public Relations, and Related Services

The **Information and Communication Technologies** cluster includes interdependent industries related to computers and peripheral equipment, as well as software design and manufacturing, computer programming services, installation services, and wireless telecommunications carriers. During 2012-2013*, more than 28,000 people were employed in the region or 2.7 percent of the region's workforce. Industries with the highest number of projected job openings include:

- Computer Systems Design and Related Services
- Computer and Peripheral Equipment Manufacturing
- Other Telecommunications
- Wholesale Electronic Markets and Agents and Brokers
- Semiconductor and Other Electronic Component Manufacturing

The **Wholesale and Distribution** cluster includes industries engaged in selling durable and nondurable goods to other businesses. Merchant wholesalers sell goods such as groceries, pharmaceuticals, and motor vehicles and parts. During 2012-2013*, almost 21,000 people were employed in the region, which accounted for 2 percent of the region's workforce. Industries with the highest number of expected job openings include:

- Grocery and Related Product Merchant Wholesalers
- Professional and Commercial Equipment and Supplies Merchant Wholesalers
- Machinery, Equipment, and Supplies Merchant Wholesalers
- Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers
- Lumber and Other Construction Materials Merchant Wholesaler

* 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 Sacramento 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

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

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
- 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

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

INDUSTRY CLUSTER DEFINITIONS

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
- 5232 Securities and Commodity Exchanges
- 5239 Other Financial Investment 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

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

Professional and Technical Services

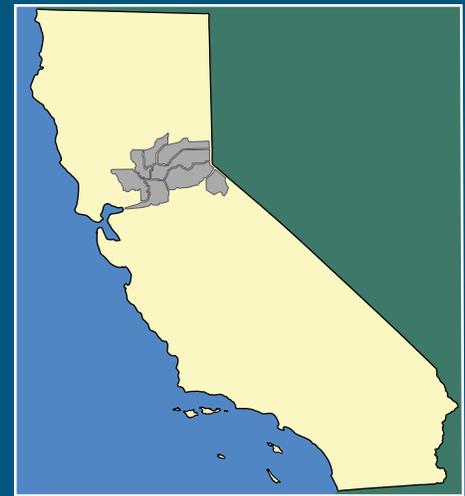
- 5411 Legal Services
- 5412 Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- 5413 Architectural, Engineering, and Related Services
- 5414 Specialized Design Services
- 5416 Management, Scientific, and Technical Consulting Services
- 5418 Advertising, Public Relations, and Related Services
- 5419 Other Professional, Scientific, and Technical Services

Information and Communication Technologies

- 3341 Computer and Peripheral Equipment Manufacturing
- 3342 Communications Equipment Manufacturing
- 3344 Semiconductor and Other Electronic Component Manufacturing
- 3359 Other Electrical Equipment and Component Manufacturing
- 4251 Wholesale Electronic Markets and Agents and Brokers
- 5112 Software Publishers
- 5171 Wired Telecommunications Carriers
- 5172 Wireless Telecommunications Carriers (except Satellite)
- 5174 Satellite Telecommunications
- 5179 Other Telecommunications
- 5182 Data Processing, Hosting, and Related Services
- 5191 Other Information Services
- 5415 Computer Systems Design and Related Services
- 8112 Electronic and Precision Equipment Repair and Maintenance

Wholesale and Distribution

- 4231 Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers
- 4233 Lumber and Other Construction Materials Merchant Wholesalers
- 4234 Professional and Commercial Equipment and Supplies Merchant Wholesalers
- 4235 Metal and Mineral (except Petroleum) Merchant Wholesalers
- 4237 Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers
- 4238 Machinery, Equipment, and Supplies Merchant Wholesalers
- 4239 Miscellaneous Durable Goods Merchant Wholesalers



Occupational Analysis: Hospitality and Tourism

Sacramento Region

August 2014

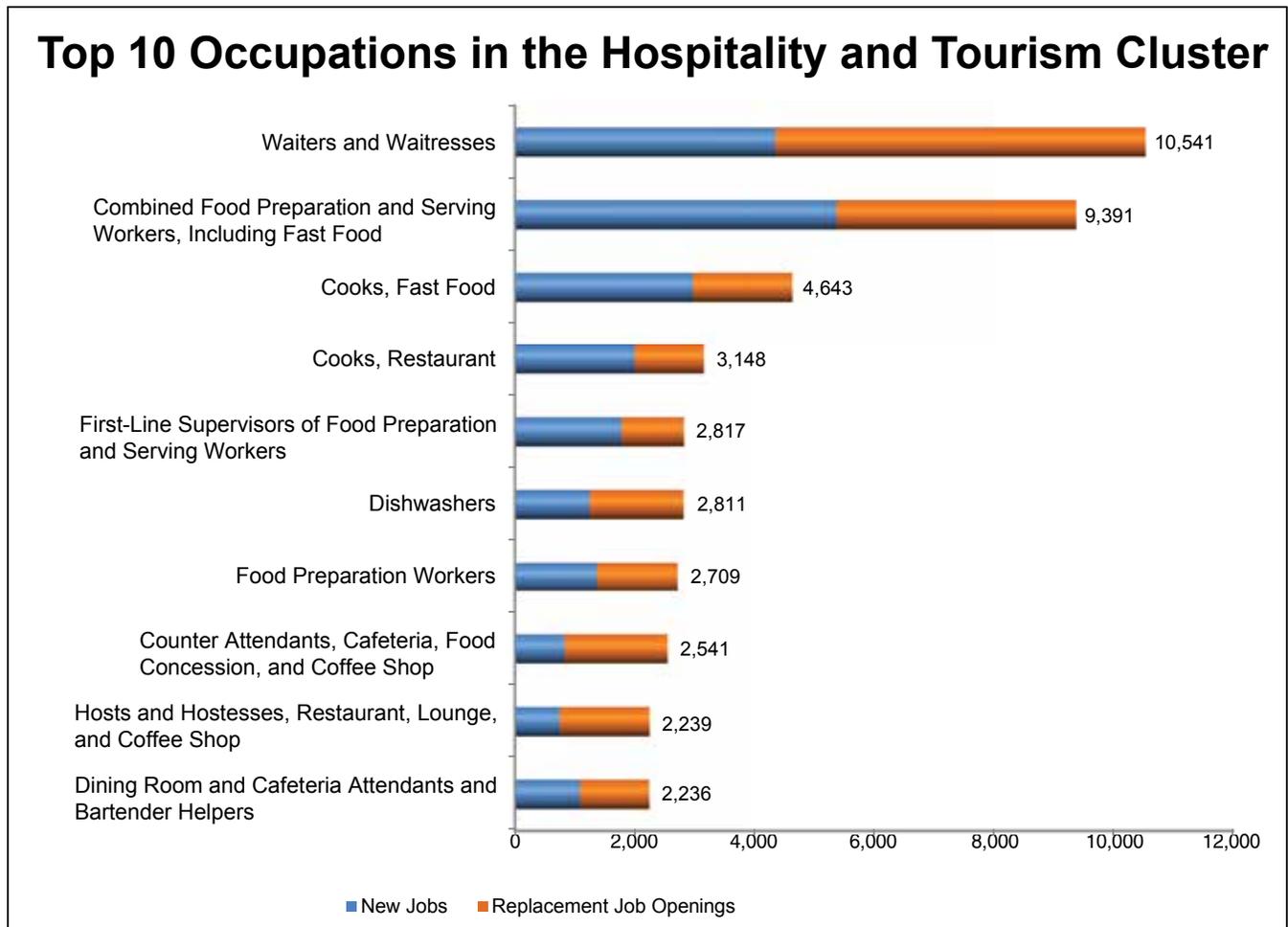
Alpine, El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba Counties

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.

Top 10 Occupations in the Hospitality and Tourism Cluster

The graph below identifies the top 10 occupations in the Hospitality and Tourism cluster, based on the Sacramento Region's new job growth plus replacement openings. In sum, these 10 occupations represent nearly three-quarters of the 57,123 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as coordination, critical thinking, service orientation, social perceptiveness and speaking.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 Sacramento Region's 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 recent 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 Advertisements ⁷ (120 days)
Waiters and Waitresses	10,541	\$9.02	\$18,759	Less than high school	483
Combined Food Preparation and Serving Workers, Including Fast Food	9,391	\$9.19	\$19,109	Less than high school	507
Cooks, Fast Food	4,643	\$9.05	\$18,819	Less than high school	44
Cooks, Restaurant	3,148	\$11.32	\$23,532	Less than high school	514
First-Line Supervisors of Food Preparation and Serving Workers	2,817	\$13.82	\$28,760	High school diploma or equivalent	990
Dishwashers	2,811	\$9.20	\$19,132	Less than high school	198
Food Preparation Workers	2,709	\$9.37	\$19,490	Less than high school	142
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	2,541	\$9.33	\$19,401	Less than high school	74
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	2,239	\$9.08	\$18,878	Less than high school	73
Dining Room and Cafeteria Attendants and Bartender Helpers	2,236	\$9.02	\$18,756	Less than high school	129

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 July 8, 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.

Top Occupations for the Hospitality and Tourism 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 Hospitality and Tourism cluster. The table includes the Sacramento 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 ⁸ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements (120 days)
Requires a Bachelor's Degree or Higher				
Coaches and Scouts	260	N/A	\$24,925	225
General and Operations Managers	180	\$44.96	\$93,514	436
Recreation Workers	80	\$10.99	\$22,872	129
Meeting, Convention, and Event Planners	75	\$21.64	\$45,021	47
Advertising and Promotions Managers	41	\$43.72	\$90,932	39
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Massage Therapists	71	\$17.39	\$36,179	136
Hairdressers, Hairstylists, and Cosmetologists	16	\$11.32	\$23,536	325
Computer Support Specialists	5	\$26.04	\$54,172	1,128
Manicurists and Pedicurists	4	\$9.16	\$19,042	44
Skincare Specialists	4	\$12.46	\$25,922	73
Requires a High School Diploma or Equivalent or Less				
Waiters and Waitresses	10,541	\$9.02	\$18,759	483
Combined Food Preparation and Serving Workers, Including Fast Food	9,391	\$9.19	\$19,109	507
Cooks, Fast Food	4,643	\$9.05	\$18,819	44
Cooks, Restaurant	3,148	\$11.32	\$23,532	514
First-Line Supervisors of Food Preparation and Serving Workers	2,817	\$13.82	\$28,760	990

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 July 8, 2014.*

⁸ Total job openings are the sum of new jobs and replacement needs.

Skill Requirements in the Hospitality and Tourism Cluster

The table below lists the 10 top skills required for top occupations in the Hospitality and Tourism cluster, categorized by entry-level education requirements. Critical thinking, active listening, monitoring and speaking are the most commonly shared skills, followed by coordination. 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	Monitoring	Negotiation	Operations Analysis	Persuasion	Quality Control Analysis	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Systems Evaluation	Time Management	Writing
Requires a Bachelor's Degree or Higher																					
Advertising and Promotions Managers	●	●	●	●	●	●	●	●	●	●				●			●				
Coaches and Scouts		●		●	●	●	●	●	●	●							●	●	●		
General and Operations Managers	●	●		●	●				●	●					●		●	●			●
Meeting, Convention, and Event Planners		●		●	●					●	●	●			●	●		●		●	
Recreation Workers		●		●	●	●			●	●					●	●	●	●			
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																					
Computer Support Specialists ⁹	●	●		●	●	●				●					●	●		●			●
Hairdressers, Hairstylists, and Cosmetologists	●	●			●	●		●		●		●				●	●	●			
Manicurists and Pedicurists	●	●		●	●		●			●						●	●	●		●	
Massage Therapists	●	●			●		●			●					●	●	●	●			●
Skincare Specialists	●	●	●	●	●		●			●					●	●		●			
Requires a High School Diploma or Equivalent or Less																					
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●	●	●	●	●							●	●	●			
Cooks, Fast Food	●	●		●	●		●			●					●	●	●	●			
Cooks, Restaurant	●	●		●	●	●	●			●				●				●		●	
First-Line Supervisors of Food Preparation and Serving Workers				●	●				●	●					●	●	●	●	●	●	
Waiters and Waitresses		●		●	●	●	●	●		●			●			●	●				

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

⁹ Skills listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

Work Activities in the Hospitality and Tourism Cluster

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

Occupation	Work Activities																										
	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Coordinating the Work and Activities of Others	Establishing and Maintaining Interpersonal Relationships	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Interacting With Computers	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 for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	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																											
Advertising and Promotions Managers			•	•		•							•				•	•	•			•					•
Coaches and Scouts		•			•	•				•		•					•	•				•	•			•	
General and Operations Managers			•	•	•	•							•		•	•						•	•		•		
Meeting, Convention, and Event Planners			•	•		•	•			•	•						•	•				•	•				
Recreation Workers	•	•		•	•	•											•	•	•				•				
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																											
Computer Support Specialists ¹⁰				•		•	•				•	•	•				•			•				•			•
Hairdressers, Hairstylists, and Cosmetologists	•		•			•	•			•							•	•			•				•		•
Manicurists and Pedicurists	•		•			•				•				•			•	•					•	•			•
Massage Therapists	•		•			•	•			•			•				•	•	•								•
Skincare Specialists	•				•	•				•				•			•	•					•	•			•
Requires a High School Diploma or Equivalent or Less																											
Combined Food Preparation and Serving Workers, Including Fast Food		•		•	•	•	•			•	•							•				•					•
Cooks, Fast Food			•	•		•				•	•						•	•				•		•			•
Cooks, Restaurant				•	•	•				•	•		•		•	•		•									•
First-Line Supervisors of Food Preparation and Serving Workers		•			•	•			•	•	•					•	•	•				•					
Waiters and Waitresses				•	•	•	•			•	•						•	•				•		•			

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

¹⁰ Work activities listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

Related Occupations for the Hospitality and Tourism Cluster

The table below lists top occupations in the Hospitality and Tourism cluster by entry-level education requirements and provides a sample of related occupations. These related occupations match many of the skills, education, and work experience needed for the top Hospitality and Tourism cluster occupations.

Hospitality and Tourism Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Advertising and Promotions Managers	<ul style="list-style-type: none"> Marketing Managers Market Research Analysts and Marketing Specialists Meeting, Convention, and Event Planners
Coaches and Scouts	<ul style="list-style-type: none"> Health Educators Secondary School Teachers, Except Special and Career/ Technical Education Training and Development Managers
General and Operations Managers	<ul style="list-style-type: none"> Logistics Managers Storage and Distribution Managers Wholesale and Retail Buyers, Except Farm Products
Meeting, Convention, and Event Planners	<ul style="list-style-type: none"> Human Resources Specialists Marketing Managers Public Relations Specialists
Recreation Workers	<ul style="list-style-type: none"> Preschool Teachers, Except Special Education Secondary School Teachers, Except Special and Career/Technical Education Social and Human Service Assistants
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Computer Support Specialists	<ul style="list-style-type: none"> Audio and Video Equipment Technicians Electrical Engineering Technicians Web Administrators
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> Manicurists and Pedicurists Massage Therapists Skincare Specialists
Manicurists and Pedicurists	<ul style="list-style-type: none"> Massage Therapists Gaming Dealers Skincare Specialists
Massage Therapists	<ul style="list-style-type: none"> Skincare Specialists Tour Guides and Escorts Fitness Trainers and Aerobics Instructors
Skincare Specialists	<ul style="list-style-type: none"> Self-Enrichment Education Teachers Massage Therapists Dental Assistants
Requires a High School Diploma or Equivalent or Less	
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> Counter Attendants, Cafeteria, Food Concession, and Coffee Shop Waiters and Waitresses Food Servers, Nonrestaurant
Cooks, Fast Food	<ul style="list-style-type: none"> Combined Food Preparation and Serving Workers, Including Fast Food Food Preparation Workers Waiters and Waitresses
Cooks, Restaurant	<ul style="list-style-type: none"> Bakers Butchers and Meat Cutters Food Cooking Machine Operators and Tenders
First-Line Supervisors of Food Preparation and Serving Workers	<ul style="list-style-type: none"> Bartenders Combined Food Preparation and Serving Workers, Including Fast Food Cooks, Institution and Cafeteria
Waiters and Waitresses	<ul style="list-style-type: none"> Dining Room and Cafeteria Attendants and Bartender Helpers Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop Counter Attendants, Cafeteria, Food Concession, and Coffee Shop

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

Employer Demand for the Hospitality and Tourism Cluster

The following table lists the Sacramento Region employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending July 8, 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.

Hospitality and Tourism Cluster Employers	Recent Job Advertisements ¹¹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Cache Creek Casino Resort	124	103	21	20.4%
Vail Resorts	118	295	-177	-60.0%
Marriott	88	169	-81	-47.9%
24 Hour Fitness	87	104	-17	-16.3%
Starbucks	74	13	61	469.2%
The Ritz-Carlton Hotel Company, L.L.C.	67	0	67	N/A
McDonald's Corporation	49	4	45	1,125.0%
Sodexo Inc.	48	32	16	50.0%
Panda Express	33	3	30	1,000.0%
Hyatt	27	47	-20	-42.6%
The Cheesecake Factory	24	2	22	1,100.0%
Chipotle	20	2	18	900.0%
Panda Restaurant Group	19	138	-119	-86.2%
Hilton Hotels & Resorts	18	13	5	38.5%
Aramark Corporation	18	8	10	125.0%
Red Robin	17	18	-1	-5.6%
Chili's	16	0	16	N/A
Thunder Valley Casino	15	69	-54	-78.3%
Landry's Restaurants, Inc.	12	1	11	1,100.0%
Hersha Hospitality	10	0	10	N/A

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending July 8, 2014.

¹¹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

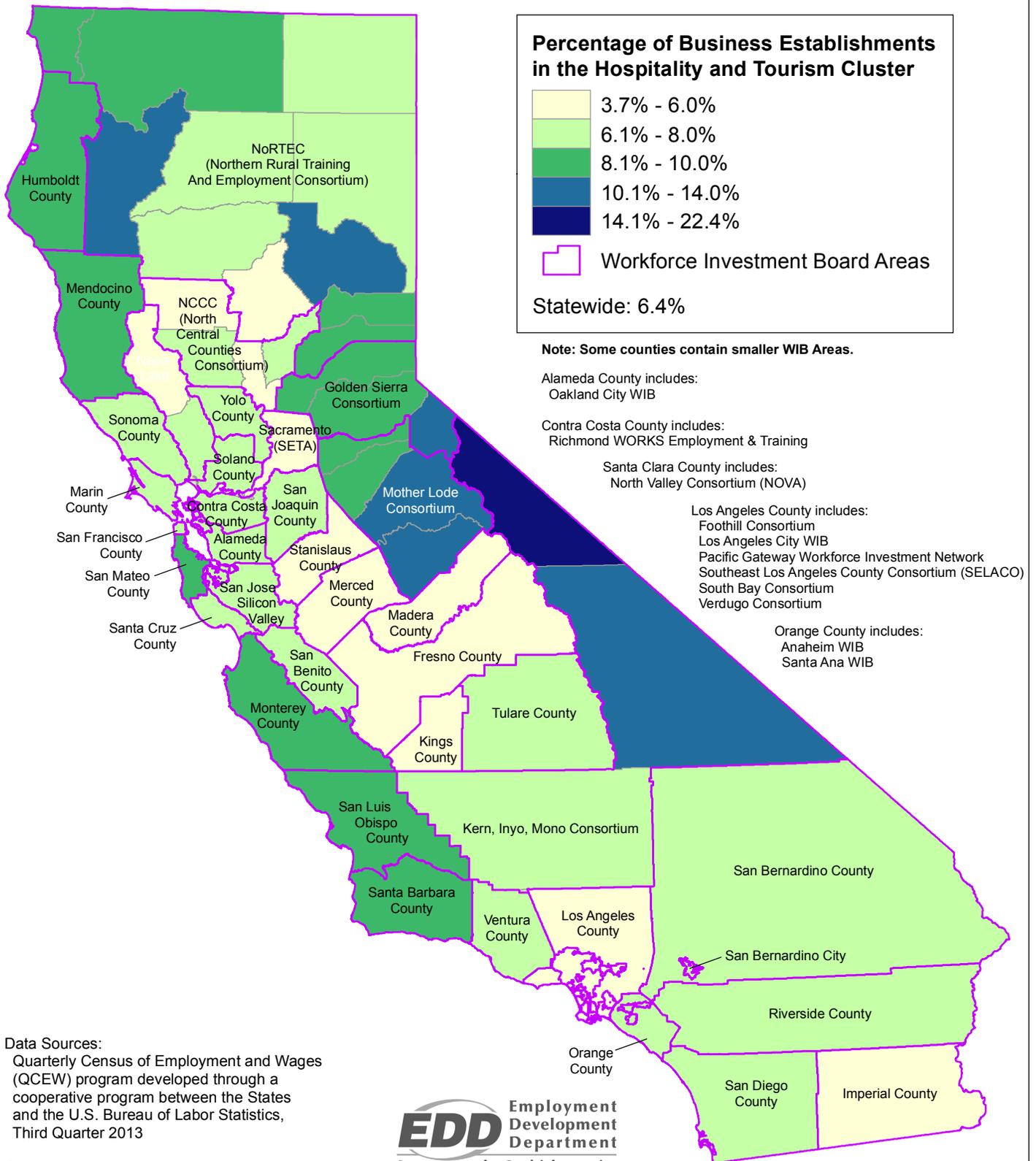
The table below provides examples of instructional programs related to top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Hospitality and Tourism 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
Combined Food Preparation and Serving Workers, including Fast Food	N/A	N/A	N/A	N/A
Computer Support Specialists	01.0106 11.1006 51.0709	Agricultural Business Technology Computer Support Specialist Medical Office Computer Specialist/Assistant	N/A	N/A
Cooks, Fast Food	N/A	N/A	N/A	N/A
Cooks, Restaurant	12.0500 12.0503	Cooking and Related Culinary Arts, General Culinary Arts/Chef Training	130630	Culinary Arts
First-Line Supervisors of Food Preparation and Serving Workers	12.0504 12.0503 19.0505	Restaurant, Culinary, and Catering Management/Manager Culinary Arts/Chef Training Foodservice Systems Administration/Management	130620 130630 130710	Dietetic Services and Management Culinary Arts Restaurant and Food Services and Management
Hairdressers, Hairstylists, and Cosmetologists	12.0404 12.0406 12.0412	Electrolysis/Electrology and Electrolysis Technician Make-Up Artist/Specialist Salon/Beauty Salon Management/Manager	300700	Cosmetology and Barbering
Manicurists and Pedicurists	12.0401 12.0410	Cosmetology/Cosmetologist, General Nail Technician/Specialist and Manicurist	300700	Cosmetology and Barbering
Massage Therapists	51.3501 51.3502 51.3503	Massage Therapy/Therapeutic Massage Asian Bodywork Therapy Somatic Bodywork	126200	Massage Therapy
Skincare Specialists	12.0408 12.0409 12.0414	Facial Treatment Specialist/Facialist Aesthetician/Esthetician and Skin Care Specialist Master Aesthetician/Esthetician	300700	Cosmetology and Barbering
Waiters and Waitresses	N/A	N/A	N/A	N/A

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 6th Edition \(2009\)](http://www.cccco.edu), www.cccco.edu.

California Hospitality and Tourism Cluster

Percentage of Total County Establishments, 2013



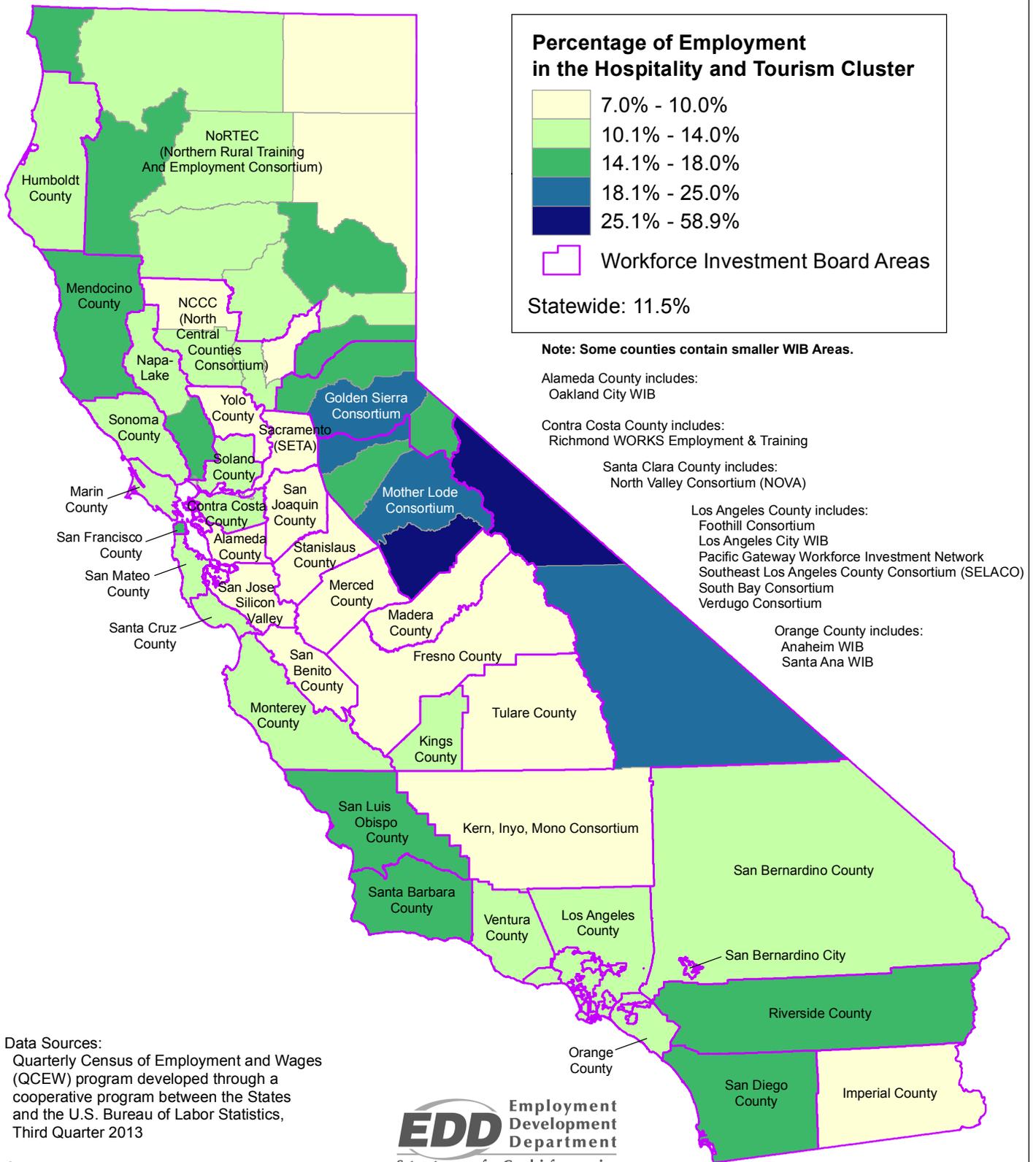
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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



California Hospitality and Tourism Cluster

Percentage of Total County Employment, 2013



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 2013

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July 2014





Occupational Analysis: Retail Cluster

Sacramento Region

August 2014

Alpine, El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, 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 Sacramento Region's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 54,576 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, monitoring, reading comprehension, and speaking.¹²



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

¹² 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 Sacramento Region's 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. 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 ¹⁴	HWOL Job Advertisements ¹⁵ (120 days)
Retail Salespersons	14,807	\$11.18	\$23,256	Less than high school	1,826
Cashiers	12,219	\$10.27	\$21,365	Less than high school	316
Stock Clerks and Order Fillers	4,034	\$12.06	\$25,081	Less than high school	491
First-Line Supervisors of Retail Sales Workers	3,794	\$17.73	\$36,869	High school diploma or equivalent	1,494
Combined Food Preparation and Serving Workers, Including Fast Food	1,517	\$9.19	\$19,109	Less than high school	515
Laborers and Freight, Stock, and Material Movers, Hand	1,362	\$12.16	\$25,307	Less than high school	368
Automotive Service Technicians and Mechanics	1,087	\$22.11	\$45,990	High school diploma or equivalent	653
Packers and Packagers, Hand	925	\$10.77	\$22,402	Less than high school	18
Pharmacy Technicians	801	\$18.39	\$38,253	High school diploma or equivalent	140
Customer Service Representatives	727	\$17.73	\$36,873	High school diploma or equivalent	1,642

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 July 7, 2014.

¹³ Total job openings are the sum of new jobs and replacement needs.

¹⁴ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

¹⁵ 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 the 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 Sacramento Region's projected total job openings and median hourly and annual wages. In addition, recent totals of online job advertisements over a recent 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 ¹⁶ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements (120 days)
Requires a Bachelor's Degree or Higher				
Pharmacists	609	\$65.41	\$136,040	244
General and Operations Managers	416	\$44.96	\$93,514	433
Sales Managers	389	\$48.97	\$101,851	683
Cost Estimators	158	\$30.95	\$64,386	93
Financial Managers	55	\$46.55	\$96,822	482
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Heavy and Tractor-Trailer Truck Drivers	76	\$18.70	\$38,887	1,912
Computer, Automated Teller, and Office Machine Repairers	67	\$19.05	\$39,636	11
First-Line Supervisors of Production and Operating Workers	66	\$27.63	\$57,461	448
Electronic Equipment Installers and Repairers, Motor Vehicles	45	\$14.81	\$30,809	13
Hairdressers, Hairstylists, and Cosmetologists	35	\$11.32	\$23,536	322
Requires a High School Diploma or Equivalent or Less				
Retail Salespersons	14,807	\$11.18	\$23,256	1,826
Cashiers	12,219	\$10.27	\$21,365	316
Stock Clerks and Order Fillers	4,034	\$12.06	\$25,081	491
First-Line Supervisors of Retail Sales Workers	3,794	\$17.73	\$36,869	1,494
Combined Food Preparation and Serving Workers, Including Fast Food	1,517	\$9.19	\$19,109	515

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 July 7, 2014.

¹⁶ Total job openings are the sum of new jobs and replacement needs.

Skill Requirements in the Retail Cluster

The table below lists the 10 top skills required for top occupations in the Retail cluster, categorized by entry-level education requirements. Critical thinking and speaking are the most commonly shared skills, followed by active listening and 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	Equipment Maintenance	Installation	Instructing	Judgment and Decision Making	Learning Strategies	Management of Financial Resources	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Persuasion	Reading Comprehension	Repairing	Science	Service Orientation	Social Perceptiveness	Speaking	Time Management	Troubleshooting	Writing
Requires a Bachelor's Degree or Higher																											
Cost Estimators	•	•	•		•						•		•	•					•								•
Financial Managers ¹⁷		•			•			•			•		•					•	•					•	•		•
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	•	•		•	•									•			•	•									•
Electronic Equipment Installers and Repairers, Motor Vehicles		•	•		•	•	•										•		•	•					•		•
First-Line Supervisors of Production and Operating Workers		•	•	•	•							•							•					•	•	•	•
Hairdressers, Hairstylists, and Cosmetologists	•	•			•			•		•				•					•			•	•	•			
Heavy and Tractor-Trailer Truck Drivers		•	•		•	•										•	•		•	•					•	•	
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 ¹⁸	•	•	•	•	•				•					•					•			•		•			

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

¹⁷ Skills listed represent Financial Managers, Branch or Department, a specialty occupation of Financial Managers.

¹⁸ Skills listed represent Stock Clerks - Stockroom, Warehouse or Storage Yard, 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 establishing and maintaining interpersonal relationships; organizing and prioritizing work; and communicating with supervisors, peers, or subordinates.

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 ¹⁹								●		●		●						●				●		●		●						●			●	
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				●				●						●		●	●					●					●	●				●			●	
Electronic Equipment Installers and Repairers, Motor Vehicles					●			●				●		●				●				●		●				●					●			●
First-Line Supervisors of Production and Operating Workers			●	●	●		●					●	●									●						●		●						
Hairdressers, Hairstylists, and Cosmetologists	●		●					●				●	●									●	●				●					●				●
Heavy and Tractor-Trailer Truck Drivers				●				●				●	●	●		●			●		●	●		●												
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 ²⁰			●	●			●					●	●									●	●	●											●	●

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

¹⁹ Work activities listed represent Financial Managers, Branch or Department, a specialty occupation of Financial Managers.

²⁰ Work activities listed represent Stock Clerks - Stockroom, Warehouse or Storage Yard, 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. These related occupations match many of the skills, education, and work experience needed for the top Retail cluster occupations.

Retail Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Cost Estimators	<ul style="list-style-type: none"> Risk Management Specialists Budget Analysts Financial Analysts
Financial Managers	<ul style="list-style-type: none"> Sales Agents, Financial Services Public Relations and Fundraising Managers Compensation and Benefits Managers
General and Operations Managers	<ul style="list-style-type: none"> First-Line Supervisors of Office and Administrative Support Workers Purchasing Managers Storage and Distribution Managers
Pharmacists	<ul style="list-style-type: none"> Medical Scientists, Except Epidemiologists Health Specialties Teachers, Postsecondary Nursing Instructors and Teachers, Postsecondary
Sales Managers	<ul style="list-style-type: none"> Financial Managers, Branch or Department Advertising and Promotions Managers Marketing Managers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> Computer User Support Specialists Electrical Engineering Technicians Audio and Video Equipment Technicians
Electronic Equipment Installers and Repairers, Motor Vehicles	<ul style="list-style-type: none"> Automotive Master Mechanics Motorcycle Mechanics Heating and Air Conditioning Mechanics and Installers
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> Non-Destructive Testing Specialists First-Line Supervisors of Construction Trades and Extraction Workers First-Line Supervisors of Mechanics, Installers, and Repairers
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> Skincare Specialists Barbers Manicurists and Pedicurists
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> Pile-Driver Operators Light Truck or Delivery Services Drivers Service Unit Operators, Oil, Gas, and Mining
Requires a High School Diploma or Equivalent or Less	
Cashiers	<ul style="list-style-type: none"> Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop Waiters and Waitresses Counter Attendants, Cafeteria, Food Concession, and Coffee Shop
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> Cooks, Fast Food Cashiers Waiters and Waitresses
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> First-Line Supervisors of Food Preparation and Serving Workers First-Line Supervisors of Housekeeping and Janitorial Workers First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand
Retail Salespersons	<ul style="list-style-type: none"> Hotel, Motel, and Resort Desk Clerks First-Line Supervisors of Retail Sales Workers Counter and Rental Clerks
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> Cashiers Marketing Clerks Food Servers, Nonrestaurant

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 Sacramento Region employers in the Retail cluster who posted the most job advertisements during the 120-day period ending July 14, 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 ²¹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Sears Holdings Corporation	328	204	124	60.8%
Dignity Health	248	89	159	178.7%
Macy's	244	68	176	258.8%
Lowe's	145	133	12	9.0%
Best Buy	97	32	65	203.1%
Nordstrom	96	177	-81	-45.8%
Whole Foods	81	0	81	N/A
AutoNation	77	67	10	14.9%
Apple Inc.	74	100	-26	-26.0%
Safeway Companies	56	5	51	1,020.0%
Carmax	46	22	24	109.1%
Home Depot	43	138	-95	-68.8%
Staff Tech	43	5	38	760.0%
Staples	43	21	22	104.8%
Amazon.com	39	2	37	1,850.0%
The Hertz Corporation	39	41	-2	-4.9%
The Dollar General	38	22	16	72.7%
T-Mobile	34	23	11	47.8%
Rite Aid	31	18	13	72.2%
AutoZone, Inc	30	22	8	36.4%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending July 14, 2014.

²¹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Retail Cluster Occupations

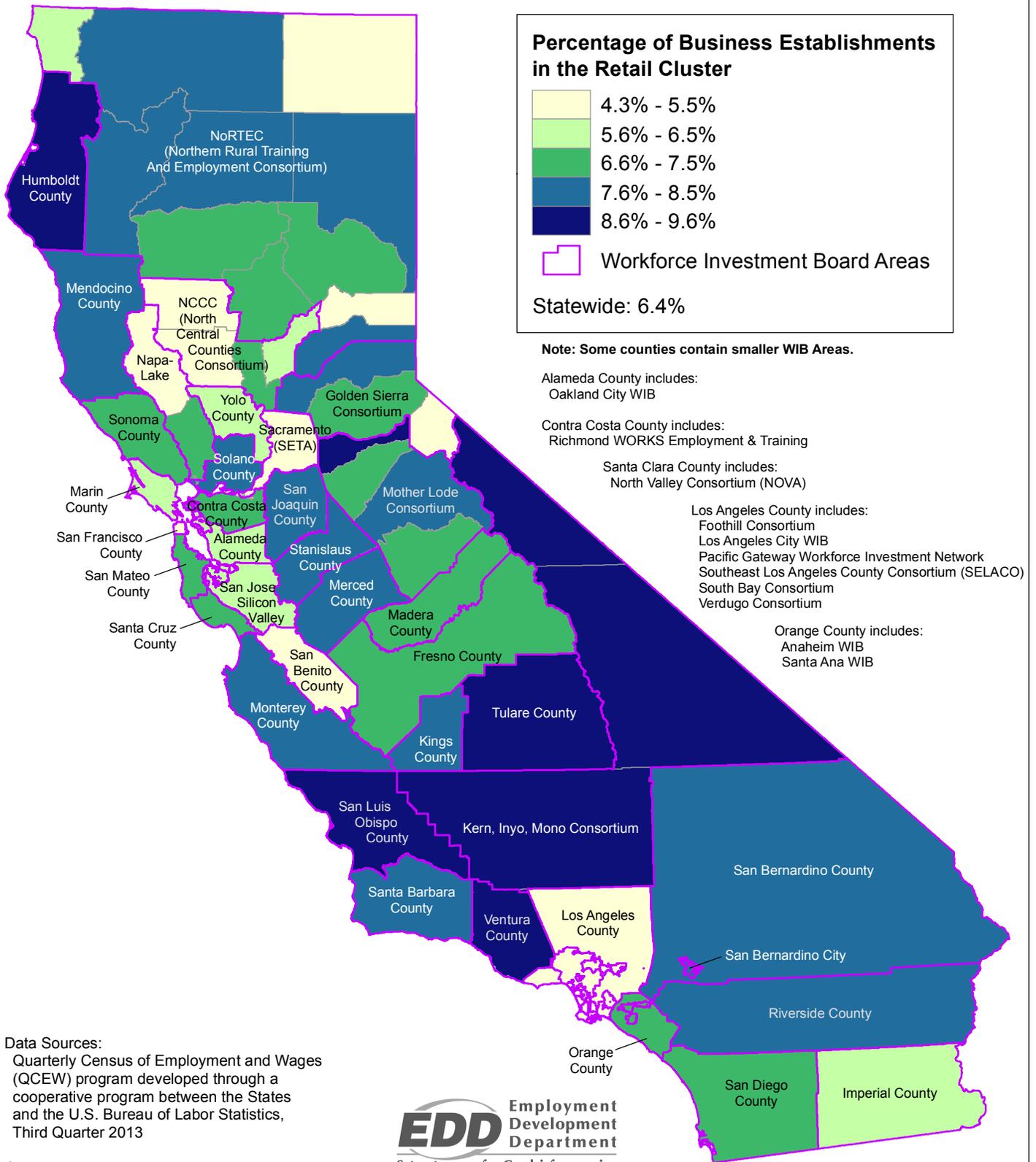
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Occupation	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Cashiers	N/A	N/A	050650	Retail Store Operations and Management
Combined Food Preparation and Serving Workers, Including Fast 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
Electronic Equipment Installers and Repairers, Motor Vehicles	47.0604	Automobile/Automotive Mechanics Technology/Technician	094800	Automotive Technology
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
Hairdressers, Hairstylists, and Cosmetologists	12.0407	Hair Styling/Stylist and Hair Design	300700	Cosmetology and Barbering
	12.0412	Salon/Beauty Salon Management/Manager		
	12.0413	Cosmetology, Barber/Styling, and Nail Instructor		
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
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 6th Edition \(2009\)](http://www.cccco.edu), www.cccco.edu.

California Retail Cluster

Percentage of Total County Establishments, 2013



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 2013

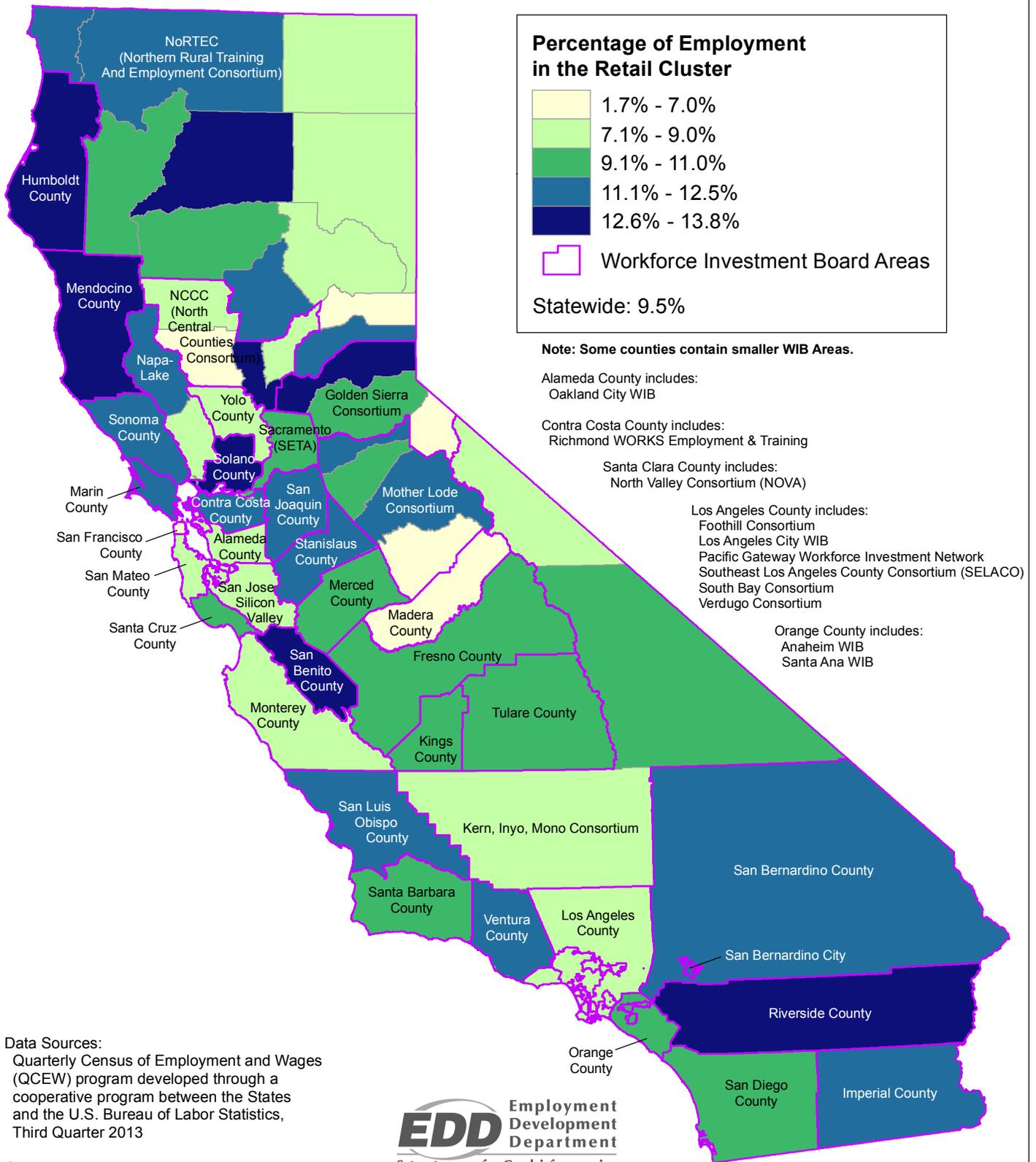
Cartography by:
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California Retail Cluster

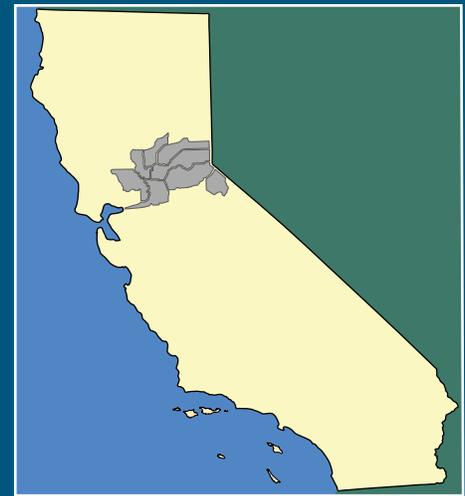
Percentage of Total County Employment, 2013



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 2013

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





Occupational Analysis: Education and Training

Sacramento Region

August 2014

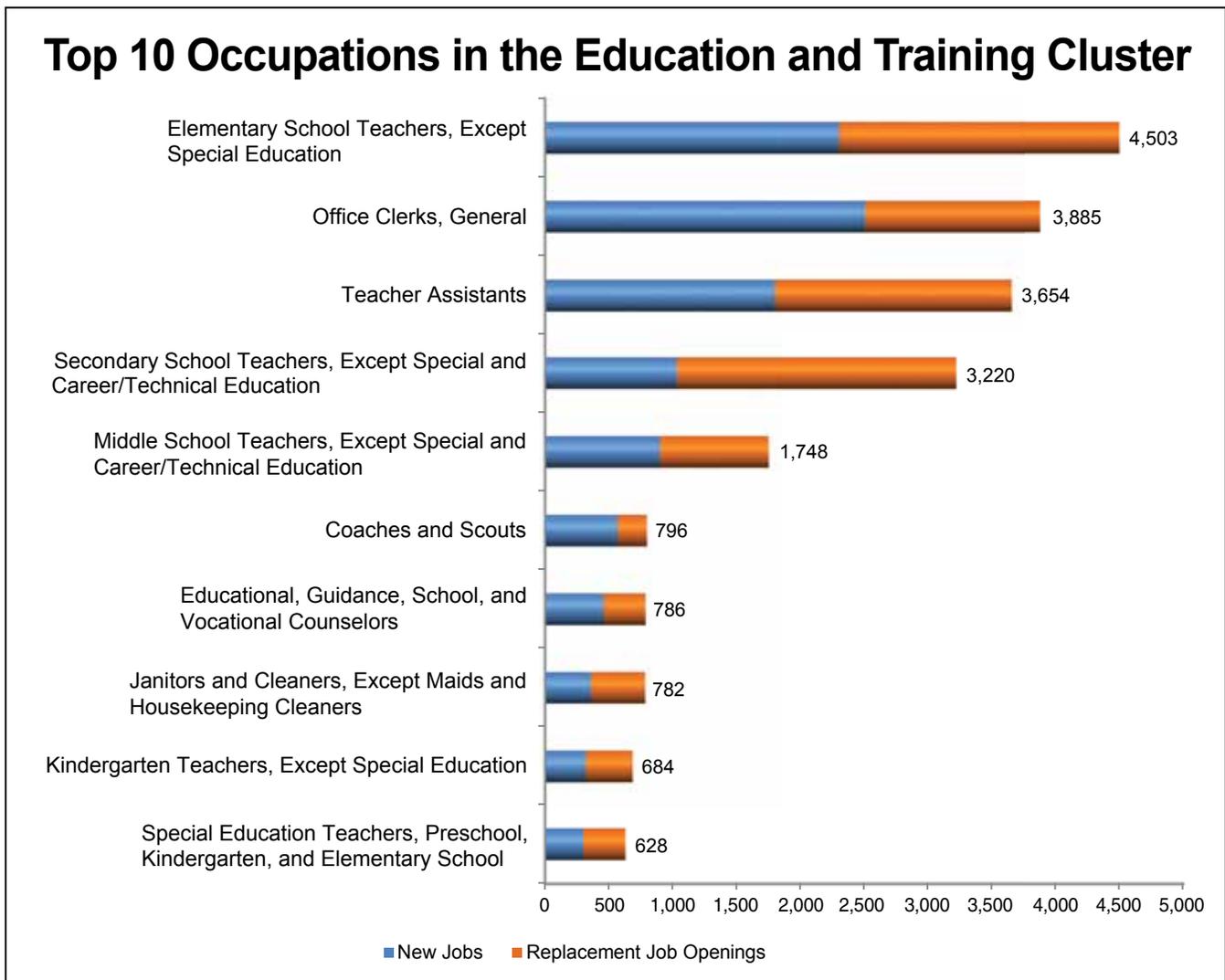
Alpine, El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba Counties

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 Sacramento Region's new job growth plus replacement openings. In sum, these 10 occupations represent almost half of the 44,789 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as active listening, critical thinking, monitoring, reading comprehension, social perceptiveness and speaking.²²



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.

²² 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 Sacramento Region's 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. 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 ²³ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²⁴	HWOL Job Advertisements ²⁵ (120 days)
Elementary School Teachers, Except Special Education	4,503	N/A	\$68,221	Bachelor's degree	349
Office Clerks, General	3,885	\$16.02	\$33,326	High school diploma or equivalent	634
Teacher Assistants	3,654	N/A	\$30,292	Some college, no degree	484
Secondary School Teachers, Except Special and Career/ Technical Education	3,220	N/A	\$68,814	Bachelor's degree	402
Middle School Teachers, Except Special and Career/ Technical Education	1,748	N/A	\$65,282	Bachelor's degree	236
Coaches and Scouts	796	N/A	\$24,925	Bachelor's degree	229
Educational, Guidance, School, and Vocational Counselors	786	\$30.64	\$63,737	Master's degree	202
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	782	\$12.65	\$26,296	Less than high school	565
Kindergarten Teachers, Except Special Education	684	N/A	\$64,701	Bachelor's degree	35
Special Education Teachers, Preschool, Kindergarten, and Elementary School ²⁶	628	N/A	\$63,905	Bachelor's degree	170

Source: California Employment Development Department, *Projections of Employment 2010-2020*; Occupational Employment Statistics Wage Survey, 1st Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending July 2, 2014.

²³ Total job openings are the sum of new jobs and replacement needs.

²⁴ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

²⁵ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

²⁶ Wages reflect the occupation Special Education Teachers, Kindergarten and Elementary School.

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 Sacramento 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 ²⁷ (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	4,503	N/A	\$68,221	349
Secondary School Teachers, Except Special and Career/ Technical Education	3,220	N/A	\$68,814	402
Middle School Teachers, Except Special and Career/Technical Education	1,748	N/A	\$65,282	236
Coaches and Scouts	796	N/A	\$24,925	229
Educational, Guidance, School, and Vocational Counselors	786	\$30.64	\$63,737	202
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Teacher Assistants	3,654	N/A	\$30,292	484
Preschool Teachers, Except Special Education	422	\$13.23	\$27,518	445
Library Technicians	191	\$18.50	\$38,486	9
Computer Support Specialists	175	\$26.04	\$54,172	1,119
Registered Nurses	155	\$51.22	\$106,536	3,361
Requires a High School Diploma or Equivalent or Less				
Office Clerks, General	3,885	\$16.02	\$33,326	634
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	782	\$12.65	\$26,296	565
Customer Service Representatives	604	\$17.73	\$36,873	1,656
Childcare Workers	501	\$10.10	\$21,000	157
First-Line Supervisors of Office and Administrative Support Workers	432	\$28.88	\$60,077	1,392

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 July 2, 2014.

²⁷ Total job openings are the sum of new jobs and replacement needs.

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 and speaking are the most commonly shared skills, followed by coordination, critical thinking, monitoring 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 Financial Resources	Monitoring	Persuasion	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Systems Evaluation	Time Management	Writing
Requires a Bachelor's Degree or Higher																		
Coaches and Scouts		•		•	•	•	•		•	•				•	•	•		
Educational, Guidance, School, and Vocational Counselors		•			•		•	•				•	•	•	•		•	•
Elementary School Teachers, Except Special Education		•		•	•		•	•		•		•		•	•			•
Middle School Teachers, Except Special and Career/Technical Education	•	•		•		•		•		•		•		•	•			•
Secondary School Teachers, Except Special and Career/Technical Education	•	•				•	•	•		•		•		•	•			•
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																		
Computer Support Specialists ²⁸	•	•		•	•	•				•		•	•	•				•
Library Technicians	•	•		•	•	•				•		•	•	•				•
Preschool Teachers, Except Special Education		•		•	•			•		•		•	•	•	•		•	
Registered Nurses	•	•		•	•	•				•		•	•	•	•			
Teacher Assistants		•		•	•	•		•		•		•	•	•	•			
Requires a High School Diploma or Equivalent or Less																		
Childcare Workers	•	•		•	•		•	•		•		•	•	•				
Customer Service Representatives		•	•	•	•					•	•	•	•	•				
First-Line Supervisors of Office and Administrative Support Workers		•		•	•			•		•		•		•	•		•	•
Janitors and Cleaners, Except Maids and Housekeeping Cleaners		•	•	•	•		•					•	•	•	•		•	
Office Clerks, General		•		•	•					•		•	•	•	•		•	•

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

²⁸ 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; organizing, planning, and prioritizing work; communicating with supervisors, peers, or subordinates; and updating and using relevant knowledge.

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 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	Judging the Qualities of Things, Services, or People	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Organizing, Planning, and Prioritizing Work	Performing or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	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																													
Coaches and Scouts		•				•			•								•				•								
Educational, Guidance, School, and Vocational Counselors	•	•	•					•										•		•					•	•			•
Elementary School Teachers, Except Special Education		•	•			•		•										•		•						•	•	•	•
Middle School Teachers, Except Special and Career/Technical Education		•	•		•	•		•								•				•							•	•	•
Secondary School Teachers, Except Special and Career/Technical Education		•	•					•					•					•		•						•	•	•	•
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																													
Computer Support Specialists ²⁹			•					•	•			•	•				•		•				•			•			•
Library Technicians			•				•	•	•		•	•							•	•	•		•						•
Preschool Teachers, Except Special Education	•		•					•										•	•	•	•				•	•	•		
Registered Nurses	•		•					•	•		•							•	•	•		•							•
Teacher Assistants	•	•	•					•	•										•	•					•	•			•
Requires a High School Diploma or Equivalent or Less																													
Childcare Workers	•		•					•			•							•	•	•		•			•	•			
Customer Service Representatives			•	•				•	•		•							•		•				•	•				•
First-Line Supervisors of Office and Administrative Support Workers		•	•	•		•		•	•	•									•						•				•
Janitors and Cleaners, Except Maids and Housekeeping Cleaners			•	•				•			•	•	•						•	•	•	•							
Office Clerks, General	•		•				•	•	•					•					•				•			•			•

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

²⁹ 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. These related occupations match many of 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"> • Preschool 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	<ul style="list-style-type: none"> • Career/Technical Education Teachers, Middle School • Instructional Coordinators • Librarians
Middle School Teachers, Except Special and Career/Technical Education	<ul style="list-style-type: none"> • Elementary School Teachers, Except Special Education • Adult Basic and Secondary Education and Literacy Teachers and Instructors • Secondary School Teachers, Except Special and Career/Technical Education
Coaches and Scouts	<ul style="list-style-type: none"> • Recreational Workers • Vocational Education Teachers, Postsecondary • Health Educators
Educational, Guidance, School, and Vocational Counselors	<ul style="list-style-type: none"> • Mental Health Counselors • Marriage and Family Therapists • Social Work Teachers, Postsecondary
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Teacher Assistants	<ul style="list-style-type: none"> • Nannies • Social and Human Service Assistants • Personal Care Aides
Preschool Teachers, Except Special Education	<ul style="list-style-type: none"> • Kindergarten Teachers, Except Special Education • Childcare Workers • Nannies
Library Technicians	<ul style="list-style-type: none"> • Bookkeeping, Accounting, and Auditing Clerks • Billing, Cost, and Rate Clerks • Teacher Assistants
Computer Support Specialists	<ul style="list-style-type: none"> • Web Administrators • Desktop Publishers • Computer Operators
Registered Nurses	<ul style="list-style-type: none"> • Licensed Practical and Licensed Vocational Nurses • Medical Assistants • Emergency Medical Technicians and Paramedics
Requires a High School Diploma or Equivalent or Less	
Office Clerks, General	<ul style="list-style-type: none"> • Receptionists and Information Clerks • Bill and Account Collectors • Medical Secretaries
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> • Dishwashers • Maids and Housekeeping Cleaners • Food Preparation Workers
Customer Service Representatives	<ul style="list-style-type: none"> • Bill and Account Collectors • Hotel, Motel, and Resort Desk Clerks • Medical Records and Health Information Technicians
Childcare Workers	<ul style="list-style-type: none"> • Home Health Aides • Personal Care Aides • Teacher Assistants
First-Line Supervisors of Office and Administrative Support Workers	<ul style="list-style-type: none"> • General and Operations Managers • Human Resources Specialists • First-Line Supervisors of Non-Retail Sales Workers

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

Employer Demand for the Education and Training Cluster

The following table lists the Sacramento Region employers in the Education and Training cluster who posted the most job advertisements during the 120-day period ending July 10, 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.

Education and Training Cluster Employers	Recent Job Advertisements ³⁰ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
San Juan Unified School District	328	222	106	47.7%
Twin Rivers Unified School District	295	178	117	65.7%
UC Davis Health System	202	74	128	173.0%
Folsom Cordova Unified	197	137	60	43.8%
Elk Grove Unified School District	136	117	19	16.2%
Rocklin Unified	122	0	122	N/A
A+ Educational Center	122	0	122	N/A
Los Rios Community College District	112	106	6	5.7%
University of California, Davis	109	41	68	165.9%
Natomas Unified	100	72	28	38.9%
Tahoe Truckee Unified School District	91	82	9	11.0%
Roseville Joint Union High School District	90	62	28	45.2%
Davis Joint Unified School District	65	94	-29	-30.9%
El Dorado County Office Of Education	51	80	-29	-36.3%
Placer Union High School District	44	41	3	7.3%
St. HOPE Public Schools	40	41	-1	-2.4%
Yolo County Office of Education	34	35	-1	-2.9%
Sacramento County Office of Education	33	30	3	10.0%
Eureka Union School District	30	22	8	36.4%
Yuba Community College District	27	5	22	440.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending July 10, 2014.

³⁰ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Education and Training Cluster Occupations

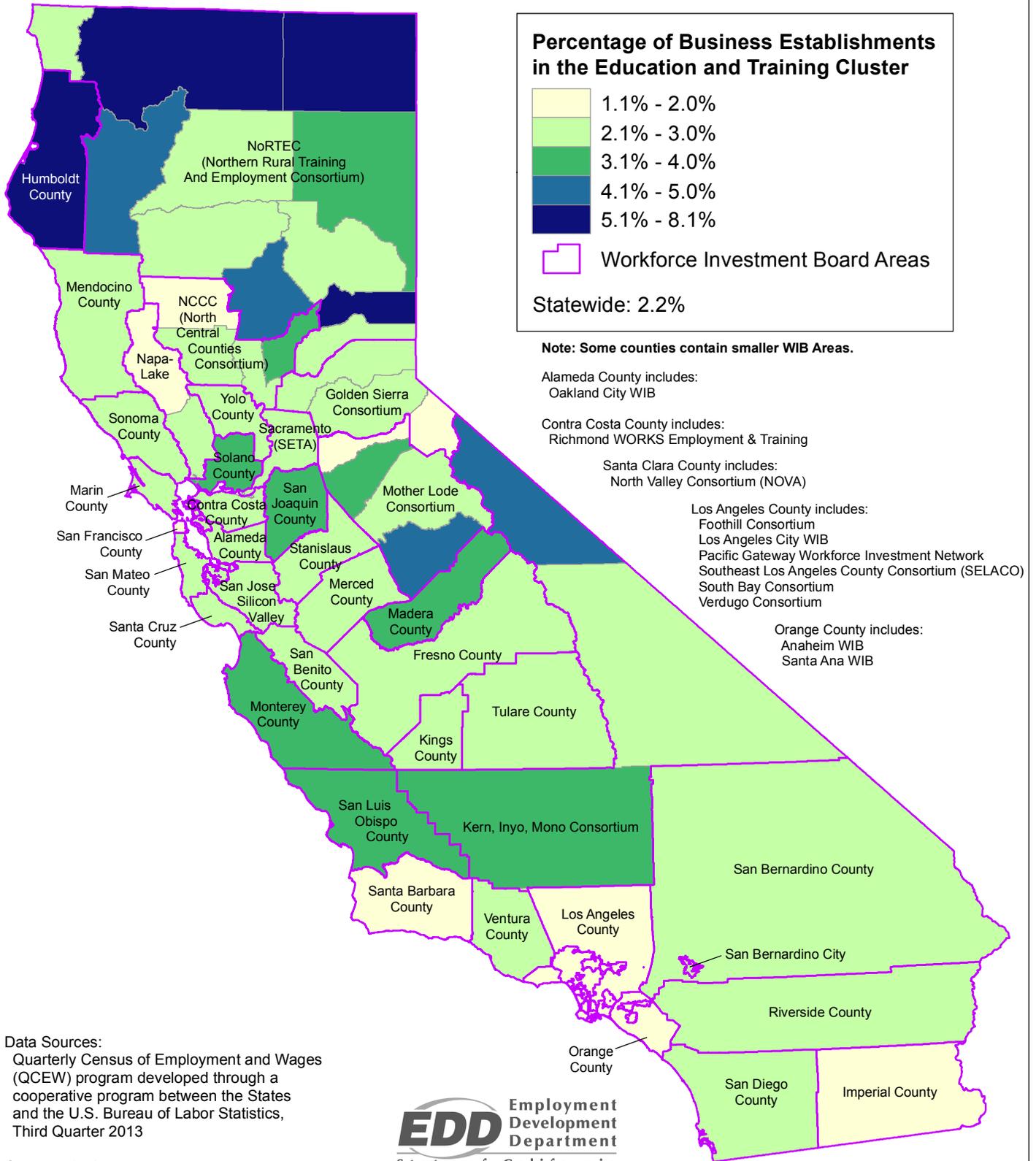
The table below provides examples of instructional programs related to top occupations in the Education and Training cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Education and Training 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
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	01.0106	Agricultural Business Technology	N/A	N/A
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
Customer Service Representatives	52.0406	Receptionist	051800	Customer Service
	52.0411	Customer Service Support/Call Center/Teleservice Operation		
First-Line Supervisors of Office and Administrative Support Workers	01.0106	Agricultural Business Technology	050630	Management Development and Supervision
	51.0705	Medical Office Management/Administration	051440	Office Management
	51.0711	Medical/Health Management and Clinical Assistant/Specialist		
Janitors and Cleaners, Except Maids and Housekeeping 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		
Teacher Assistants	13.1501	Teacher Assistant/Aide	080200	Educational Aide (Teacher Assistant)
			080210	Education Aide (Teacher Assistant), Bilingual

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

California Education and Training Cluster

Percentage of Total County Establishments, 2013



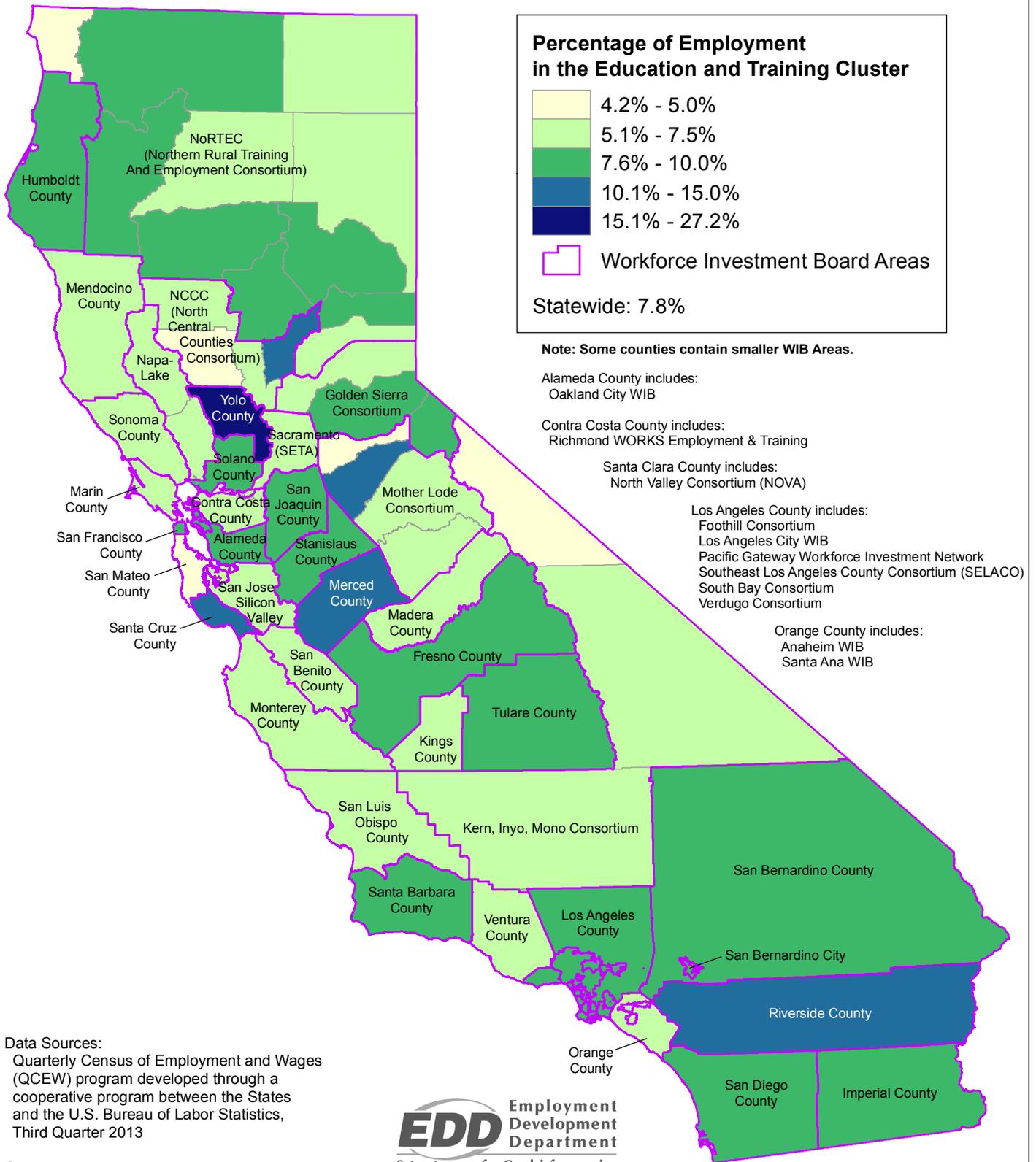
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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



California Education and Training Cluster

Percentage of Total County Employment, 2013



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 2013

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