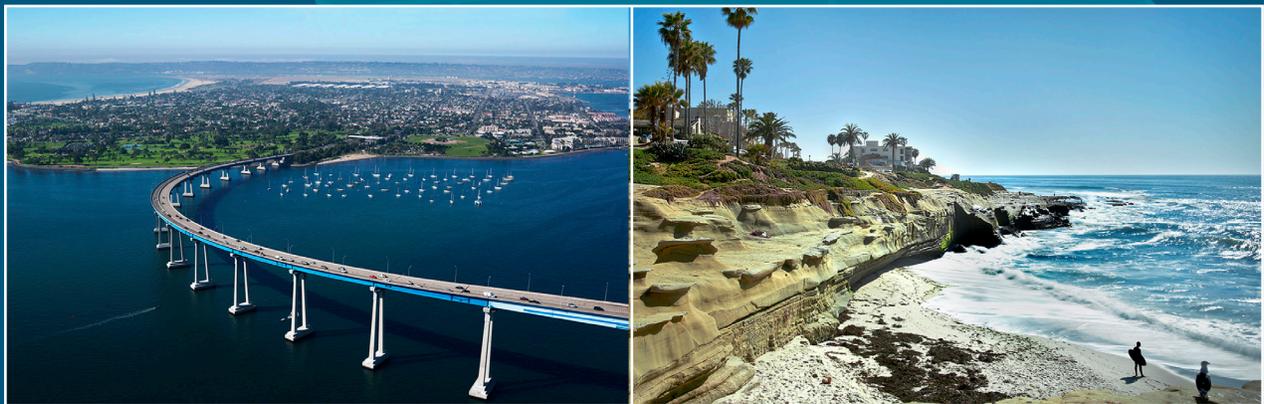




Regional Economic Analysis Profile

Southern Border Region

September 2014



Imperial and San Diego Counties



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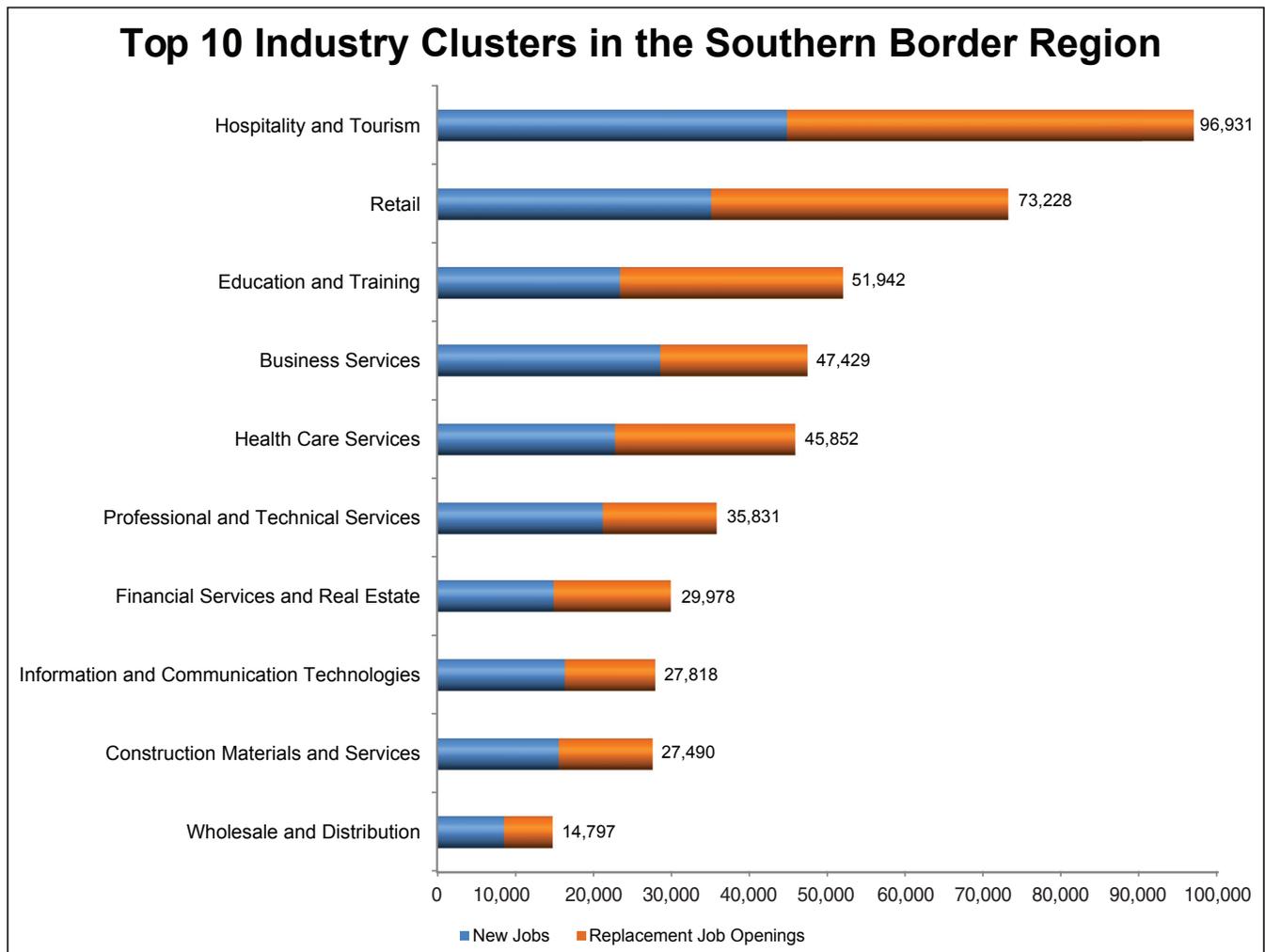
SUMMARY OF THE SOUTHERN BORDER REGION INDUSTRY CLUSTERS

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 SOUTHERN BORDER 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 Southern Border Region for the 2010-2020 projections period.

Top 10 Industry Clusters in the Southern Border Region	New Jobs ¹	Replacement Needs ²	Total Job Openings ³
Hospitality and Tourism	44,790	52,141	96,931
Retail	35,150	38,078	73,228
Education and Training	23,330	28,612	51,942
Business Services	28,470	18,959	47,429
Health Care Services	22,700	23,152	45,852
Professional and Technical Services	21,150	14,681	35,831
Financial Services and Real Estate	14,880	15,098	29,978
Information and Communication Technologies	16,310	11,508	27,818
Construction Materials and Services	15,520	11,970	27,490
Wholesale and Distribution	8,590	6,207	14,797

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 more than 165,000 workers, or 11.3 percent of the region's employment. Industries within this cluster with the most projected job openings include:

- Restaurants and Other Eating Places
- Traveler Accommodation
- Amusement Parks and Arcades
- Other Amusement and Recreation Industries
- Museums, Historical Sites, and Similar Institutions

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 131,000 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
- Clothing Stores
- Other General Merchandise Stores
- Automobile 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 127,000 people in the region, accounting for 8.6 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
- Technical and Trade Schools

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 97,000 people during 2012-2013*, or 6.6 percent of the region's workforce. Top industries in this cluster include:

- Employment Services
- Services to Buildings and Dwellings
- Management of Companies and Enterprises
- Investigation and Security Services
- Office Administrative 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 134,000 people in the region during 2012- 2013*, accounting for 9.2 percent of the workforce. Industries in this cluster may include both public and private employment. Top industries within this cluster include:

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

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

INDUSTRY CLUSTER DESCRIPTIONS

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 2011-2012*, almost 77,000 people were employed in the region, 5.2 percent of the region's workforce. Top industries within this cluster include:

- Architectural, Engineering, and Related Services
- Management, Scientific, and Technical Consulting Services
- Legal Services
- Other Professional, Scientific, and Technical Services
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services

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 67,000 people and accounted for 4.6 percent of the region's workforce in 2012-2013*. Industries showing the highest projected job openings include:

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

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 54,000 people were employed in the region, representing 3.7 percent of the region's workforce. Industries with the highest number of projected job openings include:

- Computer Systems Design and Related Services
- Wholesale Electronic Markets and Agents and Brokers
- Semiconductor and Other Electronic Component Manufacturing
- Communications Equipment Manufacturing
- Software Publishers

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 60,000 workers made up the cluster's employment, representing 4.2 percent of the region's total workforce. Top industries within this cluster include:

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

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 30,000 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:

- Professional and Commercial Equipment and Supplies Merchant Wholesalers
- Grocery and Related Product Merchant Wholesalers
- Miscellaneous Durable Goods Merchant Wholesalers
- Machinery, Equipment, and Supplies Merchant Wholesalers
- Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers

* 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 Southern Border 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

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

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

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

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

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

Construction Materials and Services

5191	Other Information Services
5415	Computer Systems Design and Related Services
8112	Electronic and Precision Equipment Repair and Maintenance
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

Construction Materials and Services (Continued)

2381	Foundation, Structure, and Building Exterior Contractors
2382	Building Equipment Contractors
2383	Building Finishing Contractors
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

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
4241	Paper and Paper Product Merchant Wholesalers
4242	Drugs and Druggists' Sundries Merchant Wholesalers
4244	Grocery and Related Product Merchant Wholesalers
4245	Farm Product Raw Material Merchant Wholesalers
4248	Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers
5323	General Rental Centers
5324	Commercial and Industrial Machinery and Equipment Rental and Leasing



Occupational Analysis: Hospitality and Tourism

Southern Border Region

September 2014

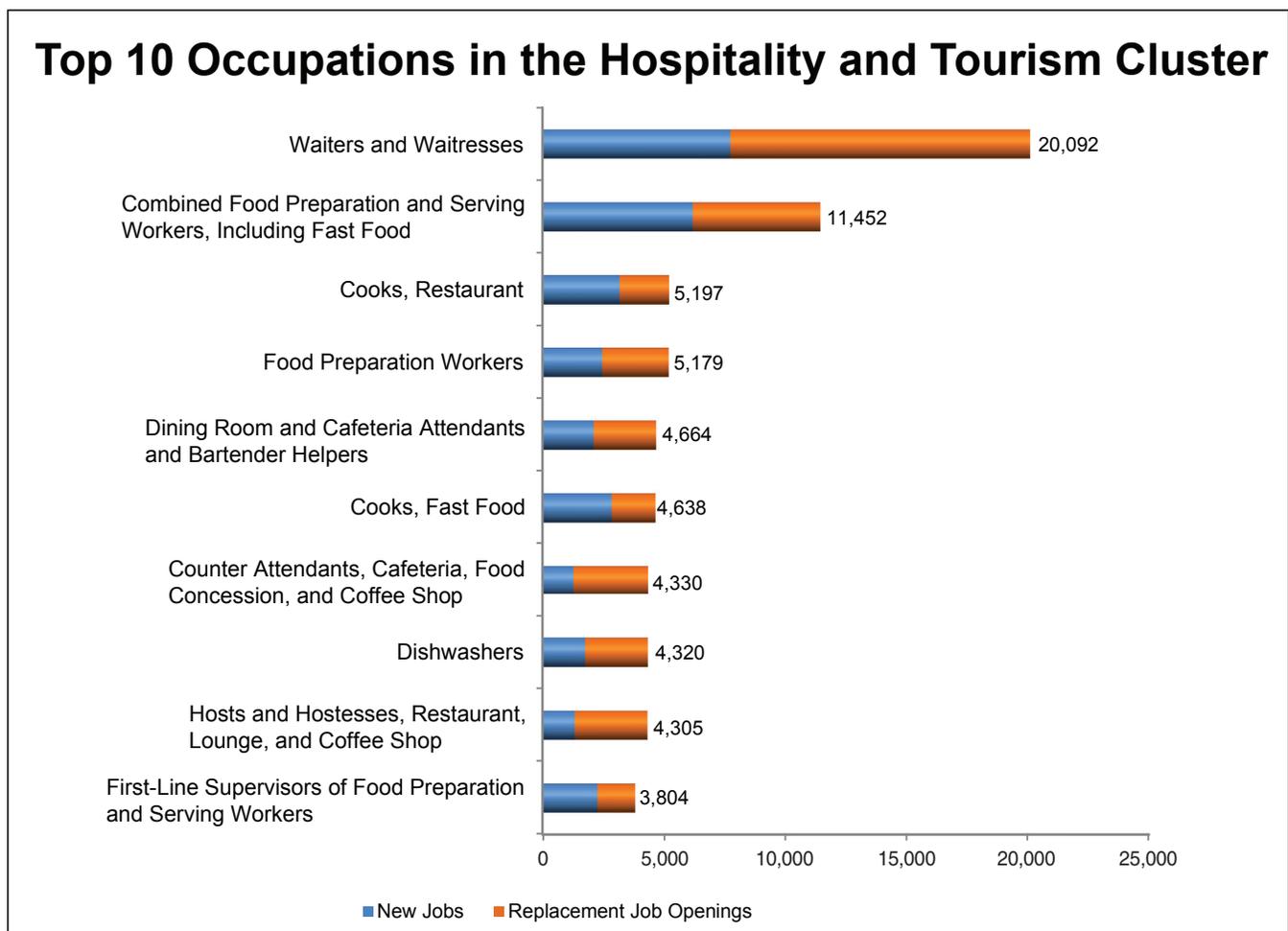
Imperial and San Diego Counties

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 Southern Border Region's new job growth plus replacement openings. In sum, these 10 occupations represent almost three-quarters of the 96,931 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as coordination, active listening, social perceptiveness and critical thinking.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 Southern Border 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 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBS™ (www.caljobs.ca.gov), California's online job listing system.

Occupation	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	20,092	\$9.07	\$18,870	Less than high school	999
Combined Food Preparation and Serving Workers, Including Fast Food	11,452	\$9.26	\$19,271	Less than high school	972
Cooks, Restaurant	5,197	\$11.60	\$24,114	Less than high school	1,154
Food Preparation Workers	5,179	\$9.74	\$20,269	Less than high school	250
Dining Room and Cafeteria Attendants and Bartender	4,664	\$8.93	\$18,563	Less than high school	309
Cooks, Fast Food	4,638	\$9.21	\$19,152	Less than high school	116
Counter Attendants, Cafeteria, Food Concession, and Coffee	4,330	\$9.49	\$19,743	Less than high school	229
Dishwashers	4,320	\$9.24	\$19,211	Less than high school	431
Hosts and Hostesses, Restaurant, Lounge, and Coffee	4,305	\$9.10	\$18,930	Less than high school	275
First-Line Supervisors of Food Preparation and Serving Workers	3,804	\$13.57	\$28,241	High school diploma or equivalent	1,995

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 August 18, 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 Southern Border Region's projected total job openings and median hourly and annual wages. In addition, 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.

Occupation	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				
Meeting, Convention, and Event Planners	247	\$21.64	\$45,013	173
General and Operations Managers	241	\$48.39	\$100,661	550
Coaches and Scouts	225	N/A	\$28,415	178
Recreation Workers	114	\$11.30	\$23,492	221
Accountants and Auditors	108	\$33.84	\$70,403	2,034
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Massage Therapists	106	\$9.56	\$19,881	225
Computer Support Specialists	36	\$23.41	\$48,687	1,977
Skincare Specialists	35	\$9.33	\$19,398	111
First-Line Supervisors of Production and Operating Workers	24	\$29.11	\$60,550	781
Manicurists and Pedicurists	12	\$9.16	\$19,049	72
Requires a High School Diploma or Equivalent or Less				
Waiters and Waitresses	20,092	\$9.07	\$18,870	999
Combined Food Preparation and Serving Workers, Including Fast Food	11,452	\$9.26	\$19,271	972
Cooks, Restaurant	5,197	\$11.60	\$24,114	1,154
Food Preparation Workers	5,179	\$9.74	\$20,269	250
Dining Room and Cafeteria Attendants and Bartender Helpers	4,664	\$8.93	\$18,563	309

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 August 18, 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. Active listening and critical thinking are the most commonly shared skills, followed by speaking, coordination, and monitoring. 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	Negotiation	Operations Analysis	Persuasion	Quality Control Analysis	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis	Systems Evaluation	Time Management	Writing
Requires a Bachelor's Degree or Higher																							
Accountants and Auditors ⁹	•	•			•		•			•	•					•			•	•			•
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	•	•		•	•	•					•					•	•		•				•
First-Line Supervisors of Production and Operating Workers		•	•	•	•				•							•		•	•			•	•
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, Restaurant	•	•		•	•	•	•				•					•			•				•
Dining Room and Cafeteria Attendants and Bartender Helpers		•		•	•	•		•	•		•						•	•	•				
Food Preparation 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 Accountants, a specialty occupation of Accountants and Auditors.

¹⁰ 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; communicating with supervisors, peers, or subordinates; 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	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	Inspecting Equipment, Structures, or Material	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 Administrative Activities	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																																		
Accountants and Auditors ¹¹	•			•			•	•	•							•			•	•			•										•	
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 ¹²				•			•	•				•	•	•	•				•				•								•		•	
First-Line Supervisors of Production and Operating Workers			•		•	•	•	•				•	•												•	•	•							
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, Restaurant				•		•	•	•				•	•				•		•	•			•											•
Dining Room and Cafeteria Attendants and Bartender Helpers		•		•		•	•	•				•	•			•		•	•				•	•										
Food Preparation Workers				•		•	•	•				•	•	•			•		•	•				•										•
Waiters and Waitresses				•		•	•	•				•	•										•	•		•	•							

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

¹¹ Work Activities listed represent Accountants, a specialty occupation of Accountants and Auditors.

¹² 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. With additional preparation, 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	
Accountants and Auditors	<ul style="list-style-type: none"> Financial Analysts Personal Financial Advisors Insurance Underwriters
Coaches and Scouts	<ul style="list-style-type: none"> Health Educators Recreation Workers Training and Development Managers
General and Operations Managers	<ul style="list-style-type: none"> Administrative Service Managers Purchasing Managers Storage and Distribution Managers
Meeting, Convention, and Event Planners	<ul style="list-style-type: none"> Advertising and Promotion Managers Human Resources Specialists Public Relations Specialists
Recreation Workers	<ul style="list-style-type: none"> Preschool Teachers, Except Special Education Education Administrators, Preschool and Childcare Center/Program Recreation Therapists
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Computer Support Specialists	<ul style="list-style-type: none"> Web Administrators Electrical Engineering Technicians Audio-Visual and Multimedia Collections Specialists
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> Industrial Production Managers Non-Destructive Testing Specialists First-Line Supervisors of Agricultural Crop and Horticultural Workers
Manicurists and Pedicurists	<ul style="list-style-type: none"> Hairdressers, Hairstylists, and Cosmetologists Massage Therapists Skincare Specialists
Massage Therapists	<ul style="list-style-type: none"> Hairdressers, Hairstylists, and Cosmetologists Manicurists and Pedicurists Fitness Trainers and Aerobics Instructors
Skincare Specialists	<ul style="list-style-type: none"> Massage Therapists Hairdressers, Hairstylists, and Cosmetologists Manicurists and Pedicurists
Requires a High School Diploma or Equivalent or Less	
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> Food Preparation Workers Cooks, Short Order Food Servers, Nonrestaurant
Cooks, Restaurant	<ul style="list-style-type: none"> Cooks, Short Order Bakers Butchers and Meat Cutters
Dining Room and Cafeteria Attendants and Bartender Helpers	<ul style="list-style-type: none"> Food Preparation Workers Waiters and Waitresses Food Servers, Nonrestaurant
Food Preparation Workers	<ul style="list-style-type: none"> Cooks, Fast Food Cooks, Restaurant Cooks, Short Order
Waiters and Waitresses	<ul style="list-style-type: none"> Dining Room and Cafeteria Attendants and Bartender Helpers Food Preparation Workers 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 Hospitality and Tourism Cluster

The following table lists the Southern Border Region employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending August 18, 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 ¹³ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Hilton Hotels & Resorts	253	261	-8	-3.1%
Wyndham Hotel Group	163	13	150	1,153.8%
Hyatt	147	366	-219	-59.8%
Marriott	137	277	-140	-50.5%
Legoland California	108	0	108	N/A
24 Hour Fitness	107	181	-74	-40.9%
Sodexo Inc.	98	84	14	16.7%
Inverness Hotel	98	65	33	50.8%
Omni Hotels	96	115	-19	-16.5%
Loews Corporation	58	48	10	20.8%
Starbucks	57	4	53	1,325.0%
Paradise Point Resort & Spa	55	0	55	N/A
Destination Hotels	55	34	21	61.8%
The Cheesecake Factory	43	14	29	207.1%
Panda Express	41	3	38	1,266.7%
Chipotle	37	20	17	85.0%
The Westin San Diego	32	29	3	10.3%
Hotel Solamar	30	14	16	114.3%
McDonald's Corporation	29	1	28	2,800.0%
G6 Hospitality LLC	28	0	28	N/A

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending August 18, 2014.

¹³ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

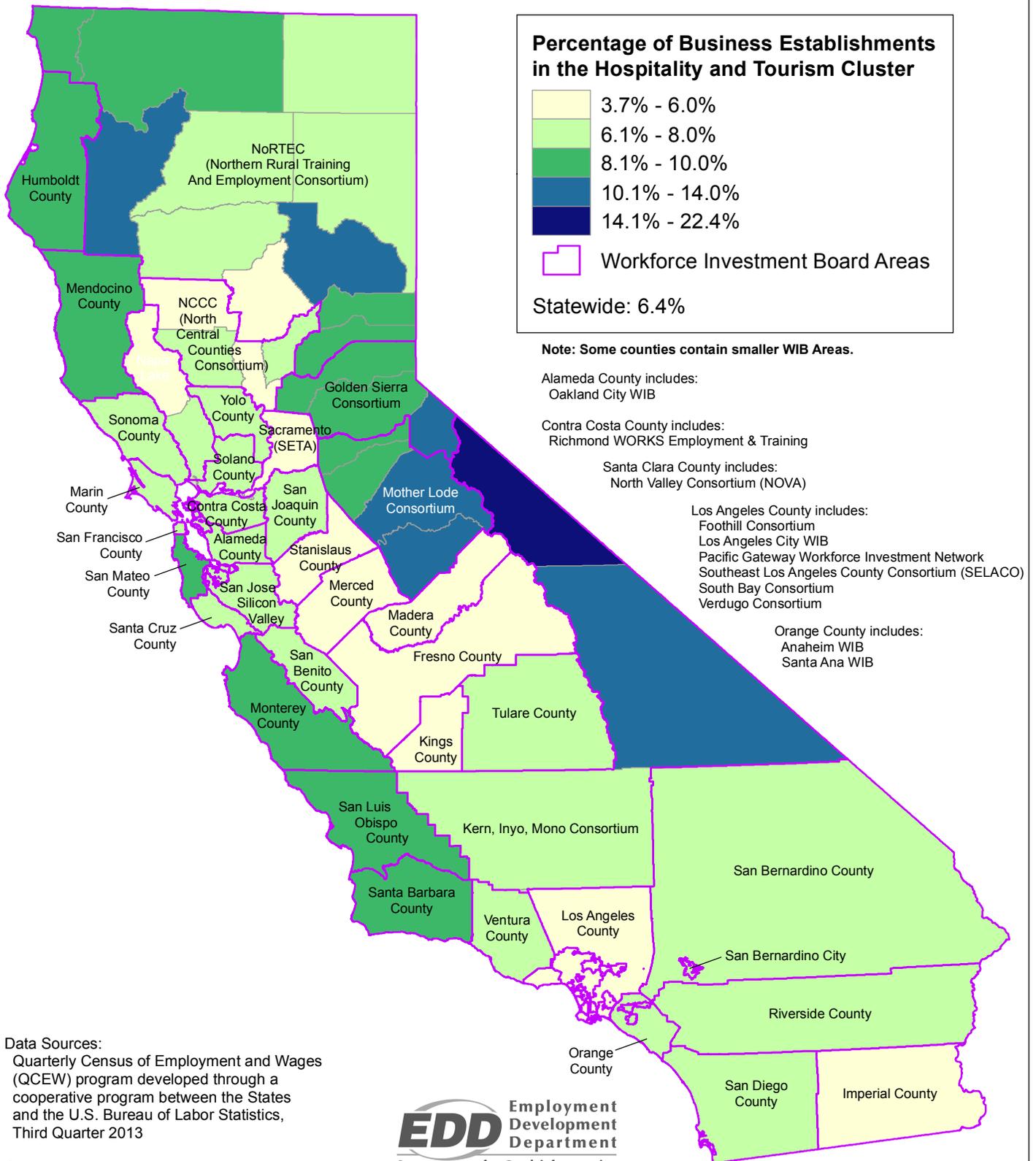
The table below provides examples of instructional programs related to top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Hospitality 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 Specialist	01.0106 11.1006 51.0709	Agricultural Business Technology Computer Support Specialist Medical Office Computer Specialist/ Assistant	N/A	N/A
Cooks, Restaurant	12.0500 12.0503	Cooking and Related Culinary Arts, General Culinary Arts/Chef Training	N/A	N/A
Dining Room and Cafeteria Attendants and Bartender Helpers	N/A	N/A	N/A	N/A
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Food Preparation Workers	N/A	N/A	130630	Culinary Arts
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	12.0401 12.0408 12.0409	Cosmetology/Cosmetologist, General Facial Treatment Specialist/Facialist Aesthetician/Esthetician and Skin Care Specialist	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) 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



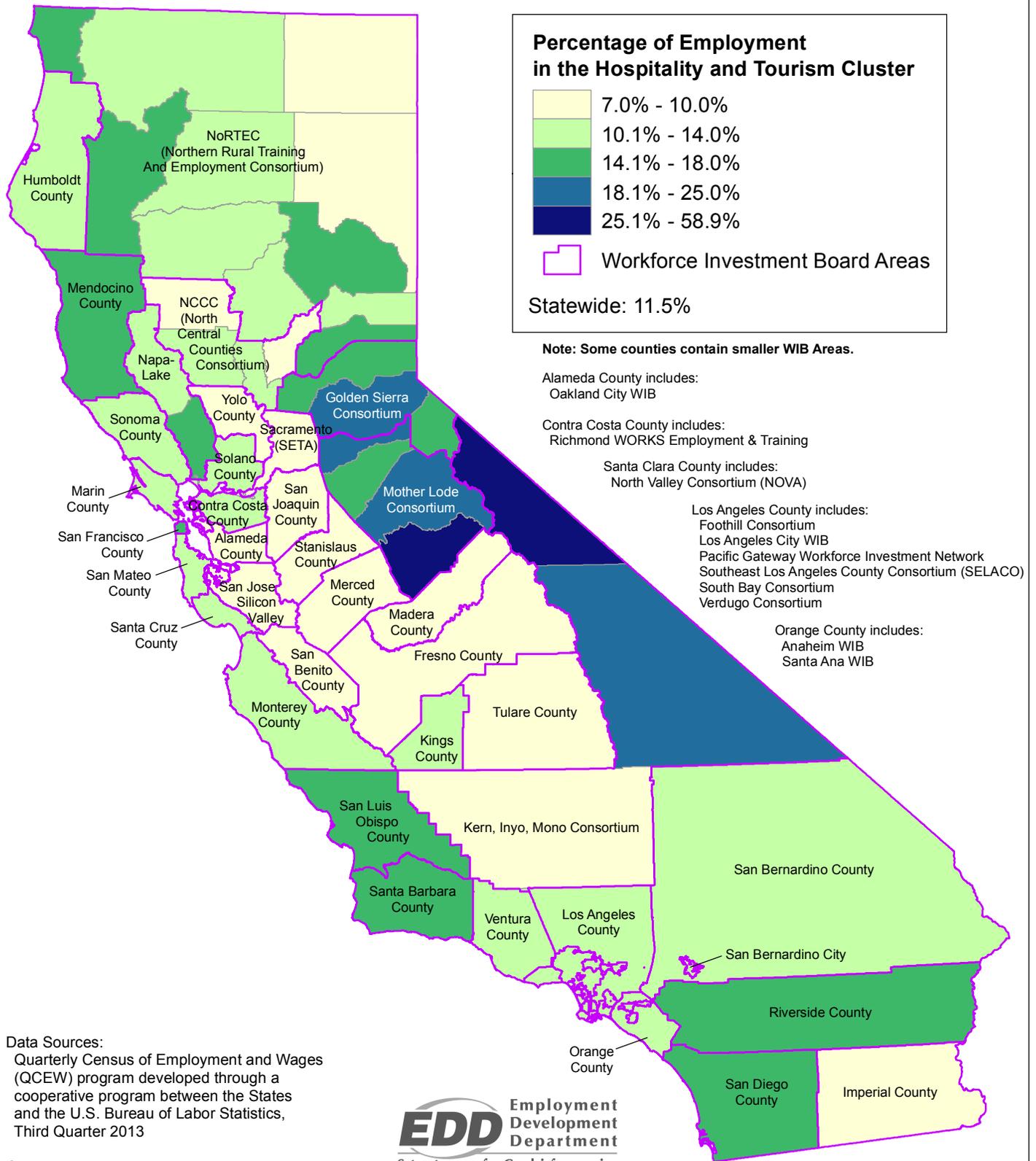
Data Sources:
 Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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

Cartography by:
Labor Market Information Division
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July 2014





Occupational Analysis: Retail Cluster

Southern Border Region

September 2014

Imperial and San Diego 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 Southern Border Region's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 73,228 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as critical thinking, active listening, speaking, and coordination.¹⁴



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.

¹⁴ 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 Southern Border 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.

Occupation	Total Job Openings ¹⁵ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ¹⁶	HWOL Job Advertisements ¹⁷ (120 days)
Retail Salespersons	19,920	\$10.60	\$22,056	Less than high school	3,433
Cashiers	17,330	\$9.96	\$20,711	Less than high school	593
Stock Clerks and Order Fillers	5,372	\$11.50	\$23,934	Less than high school	635
First-Line Supervisors of Retail Sales Workers	5,068	\$19.95	\$41,483	High school diploma or equivalent	2,268
Laborers and Freight, Stock, and Material Movers, Hand	1,925	\$11.46	\$23,840	Less than high school	614
Combined Food Preparation and Serving Workers, Including Fast Food	1,641	\$9.26	\$19,271	Less than high school	758
Automotive Service Technicians and Mechanics	1,218	\$20.99	\$43,659	High school diploma or equivalent	792
Packers and Packagers, Hand	1,148	\$9.35	\$19,448	Less than high school	30
Customer Service Representatives	1,077	\$17.79	\$36,998	High school diploma or equivalent	2,489
Pharmacy Technicians	1,019	\$19.37	\$40,291	High school diploma or equivalent	261

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 August 15, 2014.

¹⁵ Total job openings are the sum of new jobs and replacement needs.

¹⁶ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

¹⁷ 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 Southern Border Region's projected total job openings and median hourly and annual wages. In addition, 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.

Occupation	Total Job Openings ¹⁸ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements (120 days)
Requires a Bachelor's Degree or Higher				
Pharmacists	747	\$64.75	\$134,682	260
Sales Managers	607	\$55.03	\$114,461	898
General and Operations Managers	495	\$48.39	\$100,661	543
Cost Estimators	69	\$30.18	\$62,761	194
Loan Officers	66	\$30.97	\$64,427	644
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
First-Line Supervisors of Production and Operating Workers	96	\$29.11	\$60,550	775
Hairdressers, Hairstylists, and Cosmetologists	90	\$12.38	\$25,762	497
Computer, Automated Teller, and Office Machine Repairers	64	\$19.84	\$41,258	11
Heavy and Tractor-Trailer Truck Drivers	48	\$18.91	\$39,347	1,288
Computer Support Specialists	46	\$23.41	\$48,687	1,942
Requires a High School Diploma or Equivalent or Less				
Retail Salespersons	19,920	\$10.60	\$22,056	3,197
Cashiers	17,330	\$9.96	\$20,711	625
Stock Clerks and Order Fillers	5,372	\$11.50	\$23,934	438
First-Line Supervisors of Retail Sales Workers	5,068	\$19.95	\$41,483	2,312
Laborers and Freight, Stock, and Material Movers, Hand	1,925	\$11.46	\$23,840	559

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 August 11, 2014.

¹⁸ 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, active listening and speaking are the most commonly shared skills, followed by reading comprehension and monitoring. 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	Reading Comprehension	Repairing	Science	Service Orientation	Social Perceptiveness	Speaking	Time Management	Troubleshooting	Writing
Requires a Bachelor's Degree or Higher																										
Cost Estimators	•	•	•		•					•		•	•					•						•		•
General and Operations Managers	•	•		•	•						•		•					•					•	•		•
Loan Officers	•	•	•		•		•					•						•			•					•
Pharmacists	•	•			•		•	•					•					•		•			•			•
Sales Managers			•	•	•		•				•		•				•						•	•	•	
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																										
Computer Support Specialists ¹⁹	•	•		•	•		•						•					•			•					•
Computer, Automated Teller, and Office Machine Repairers	•	•		•	•								•		•	•		•	•						•	
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		•		•	•								•					•			•	•	•	•		•
First-Line Supervisors of Retail Sales Workers					•		•				•		•	•				•	•				•	•	•	
Laborers and Freight, Stock, and Material Movers, Hand		•	•	•	•	•							•		•	•		•							•	
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 Skills listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

²⁰ 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 maintain interpersonal relationships; organizing, planning, 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	Updating and Using Relevant Knowledge	
Requires a Bachelor's Degree or Higher																																		
Cost Estimators	•			•			•	•	•									•			•			•	•								•	
General and Operations Managers			•	•		•		•										•	•		•							•	•		•			
Loan Officers			•					•		•								•			•	•		•	•							•		
Pharmacists	•	•						•	•					•				•			•	•		•									•	
Sales Managers			•	•	•		•		•			•						•			•							•	•					
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																		
Computer Support Specialists ²¹				•				•		•			•	•				•			•			•							•	•		
Computer, Automated Teller, and Office Machine Repairers				•				•					•	•	•						•					•	•					•	•	
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			•	•			•		•		•							•			•	•						•	•					
First-Line Supervisors of Retail Sales Workers		•		•			•		•		•							•			•	•					•	•						
Laborers and Freight, Stock, and Material Movers, Hand				•	•		•		•	•			•	•				•		•	•	•												
Retail Salespersons			•	•			•		•			•					•			•	•									•	•	•		
Stock Clerks and Order Fillers ²²			•	•			•		•		•	•								•	•	•	•											

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

²¹ Work activities listed represent Computer User Support Specialists, a new classification that replaces Computer Support Specialists.

²² 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"> Logistics Managers Risk Management Specialists Supply Chain Managers
General and Operations Managers	<ul style="list-style-type: none"> First-Line Supervisors of Office and Administrative Support Workers Logistics Managers Storage and Distribution Managers
Loan Officers	<ul style="list-style-type: none"> Customs Brokers Insurance Sales Agents Personal Financial Advisors
Pharmacists	<ul style="list-style-type: none"> Health Specialties Teachers, Postsecondary Medical Scientists, Except Epidemiologists Nursing Instructors and Teachers, Postsecondary
Sales Managers	<ul style="list-style-type: none"> Financial Managers, Branch or Department Marketing Managers Transportation Managers
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
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
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 Service Unit Operators, Oil, Gas, and Mining Excavating and Loading Machine and Dragline Operators
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
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
Laborers and Freight, Stock, and Material Movers, Hand	<ul style="list-style-type: none"> Fence Erectors Industrial Truck and Tractor Operators Rail-Track Laying and Maintenance Equipment Operators
Retail Salespersons	<ul style="list-style-type: none"> Hotel, Motel, and Resort Desk Clerks First-Line Supervisors of Retail Sales Workers Parts Salespersons
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> Cashiers Marking 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 Southern Border Region employers in the Retail cluster who posted the most job advertisements during the 120-day period ending August 15, 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 ²³ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Macy's	333	215	118	54.9%
Big 5 Sporting Goods	221	4	217	5,425.0%
Sears Holdings Corporation	220	206	14	6.8%
Nordstrom	159	255	-96	-37.6%
Lowe's	150	198	-48	-24.2%
Best Buy	136	39	97	248.7%
Toys"R"Us	97	69	28	40.6%
Whole Foods	95	0	95	N/A
Safeway Companies	92	17	75	441.2%
Home Depot	70	174	-104	-59.8%
AutoNation	69	43	26	60.5%
Harbor Freight Tools	44	51	-7	-13.7%
Firestone Complete Auto Care	41	11	30	272.7%
Staples	41	15	26	173.3%
Ross Dress For Less	36	26	10	38.5%
Reebok	34	0	34	N/A
The Children's Place	34	0	34	N/A
Office Depot	33	46	-13	-28.3%
JC Penney	32	37	-5	-13.5%
Dollar Tree Stores, Inc.	32	20	12	60.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending August 15, 2014.

²³ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Retail Cluster Occupations

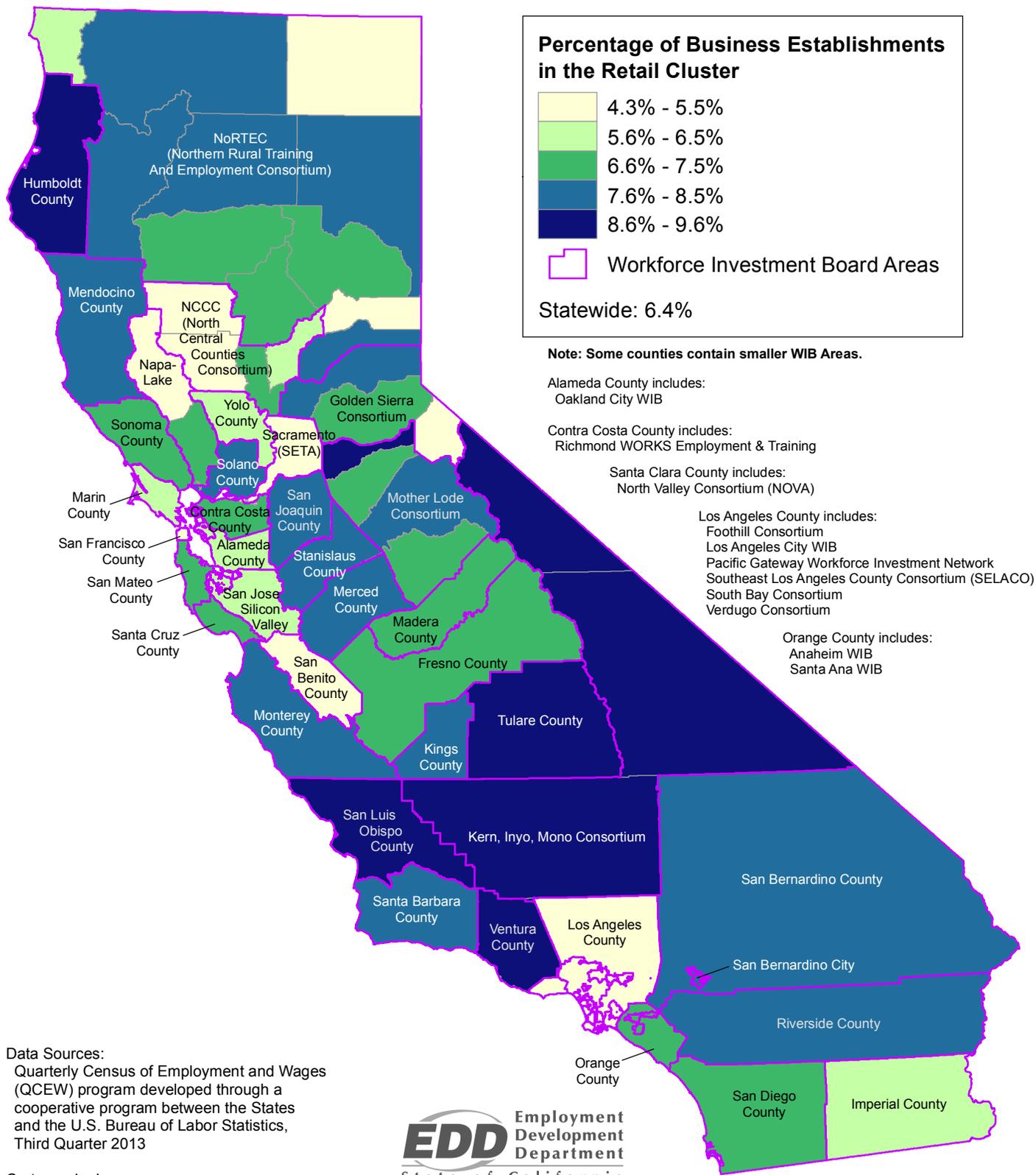
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Occupation	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Cashiers	N/A	N/A	050650	Retail Store Operations and Management
Computer Support Specialists	01.0106 11.1006 51.0709	Agricultural Business Technology Computer Support Specialist Medical Office Computer	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
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
Laborers and Freight, Stock, and Material	N/A	N/A	N/A	N/A
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) 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, 2013



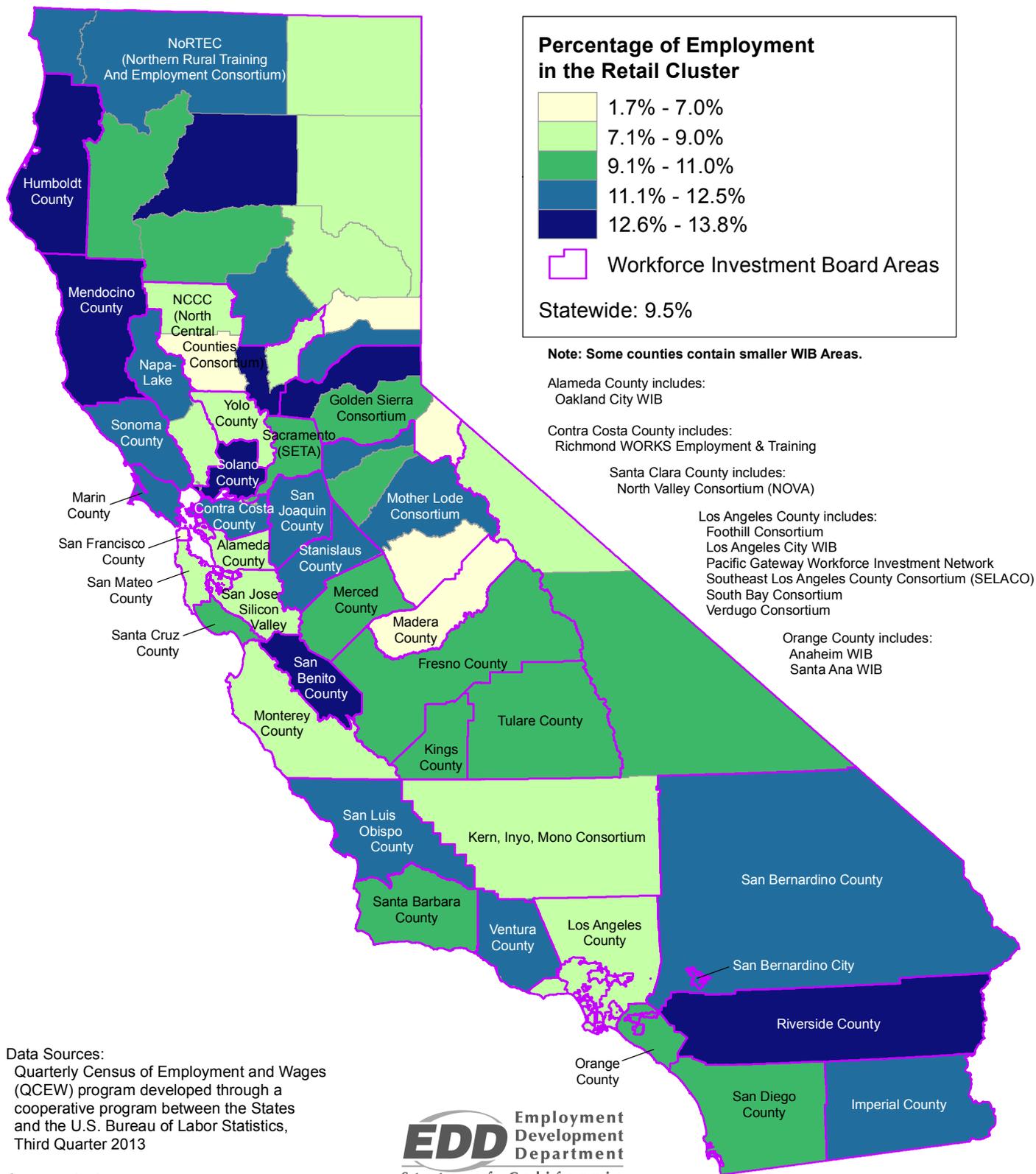
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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



California 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

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July 2014





Occupational Analysis: Education and Training

Southern Border Region

September 2014

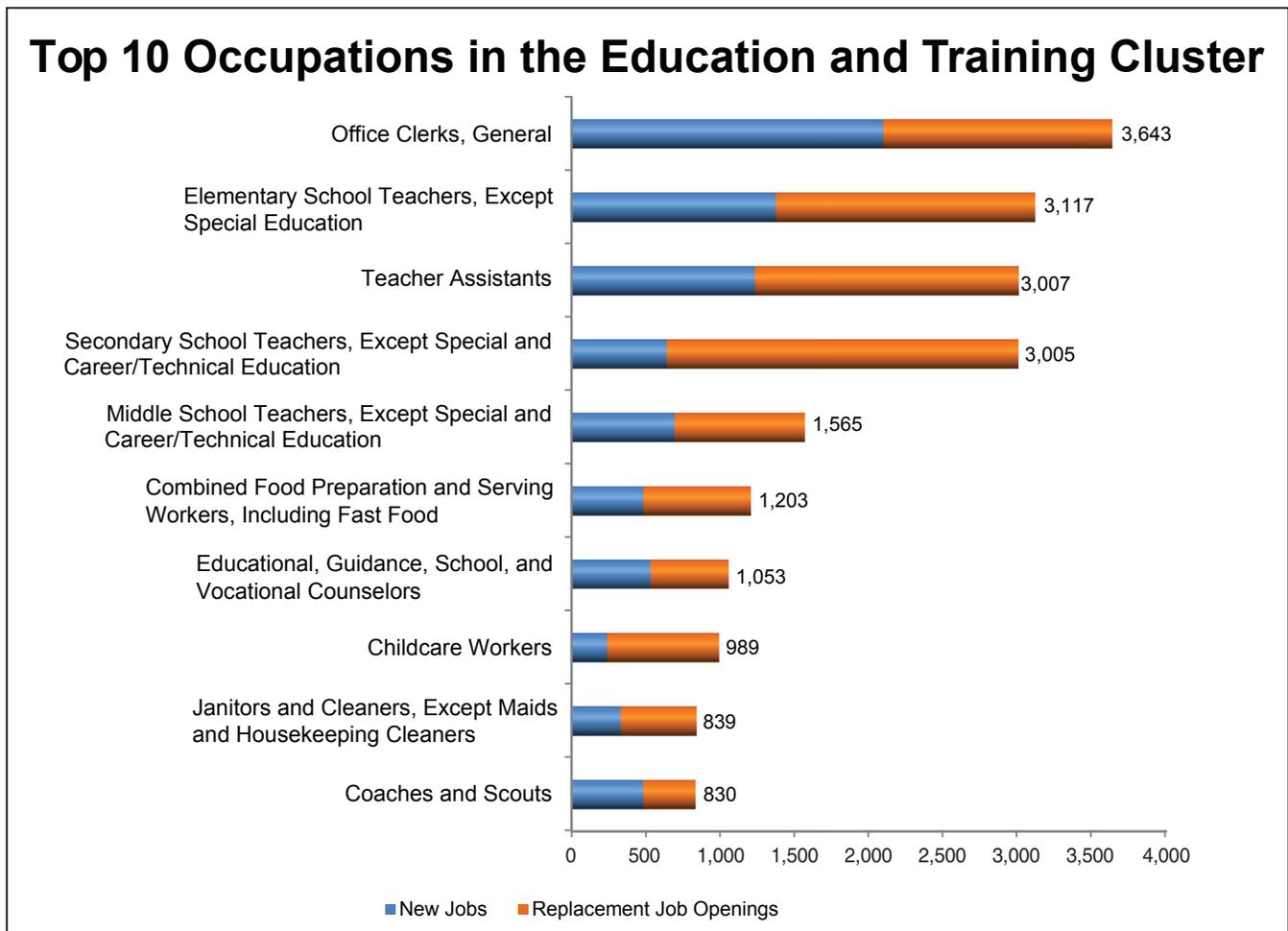
Imperial and San Diego Counties

What is the Education and Training Cluster?

The Education and Training industry cluster is comprised of seven industries involved in the 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 Southern Border Region's new job growth plus replacement openings. In sum, these 10 occupations represent more than one-third of the 51,942 total job openings projected in this cluster between 2010 and 2020. Moreover, many share the same required skills such as active listening, social perceptiveness, speaking, writing, and monitoring.²⁴



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.

²⁴ 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 Southern Border 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.

Occupation	Total Job Openings ²⁵ (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²⁶	HWOL Job Advertisements ²⁷ (120 days)
Office Clerks, General	3,643	\$14.06	\$29,248	High school diploma or equivalent	989
Elementary School Teachers, Except Special Education	3,117	N/A	\$66,800	Bachelor's degree	368
Teacher Assistants	3,007	N/A	\$29,337	Some college, no degree	407
Secondary School Teachers, Except Special and Career/ Technical Education	3,005	N/A	\$70,463	Bachelor's degree	548
Middle School Teachers, Except Special and Career/ Technical Education	1,565	N/A	\$63,812	Bachelor's degree	248
Combined Food Preparation and Serving Workers, Including Fast Food	1,203	\$9.26	\$19,271	Less than high school	945
Educational, Guidance, School, and Vocational Counselors	1,053	\$26.92	\$56,004	Master's degree	253
Childcare Workers	989	\$10.70	\$22,258	High school diploma or equivalent	114
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	839	\$11.86	\$24,664	Less than high school	860
Coaches and Scouts	830	N/A	\$28,415	Bachelor's degree	175

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 August 15, 2014.*

²⁵ Total job openings are the sum of new jobs and replacement needs.

²⁶ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

²⁷ 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 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 Southern Border Region's projected total job openings and median hourly and annual wages. In addition, 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.

Occupation	Total Job Openings ²⁸ (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	3,117	N/A	\$66,800	368
Secondary School Teachers, Except Special and Career/ Technical Education	3,005	N/A	\$70,463	548
Middle School Teachers, Except Special and Career/Technical Education	1,565	N/A	\$63,812	248
Educational, Guidance, School, and Vocational Counselors	1,053	\$26.92	\$56,004	253
Coaches and Scouts	830	N/A	\$28,415	175
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Teacher Assistants	3,007	N/A	\$29,337	407
Preschool Teachers, Except Special Education	349	\$15.55	\$32,339	537
Computer Support Specialists	302	\$23.41	\$48,687	1,942
Library Technicians	238	\$19.37	\$40,294	25
Registered Nurses	198	\$40.25	\$83,710	3,119
Requires a High School Diploma or Equivalent or Less				
Office Clerks, General	3,643	\$14.06	\$29,248	989
Combined Food Preparation and Serving Workers, Including Fast Food	1,203	\$9.26	\$19,271	945
Childcare Workers	989	\$10.70	\$22,258	114
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	839	\$11.86	\$24,664	860
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	517	\$9.49	\$19,743	60

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 August 15, 2014.

²⁸ 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, 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 ²⁹	•	•		•	•	•				•		•	•	•				•
Library Technicians	•	•		•	•	•				•		•	•	•				•
Preschool Teachers, Except Special Education		•		•	•			•		•		•	•	•	•		•	
Registered Nurses	•	•		•	•	•				•		•	•	•	•			
Teacher Assistants		•		•	•	•		•		•		•	•	•	•			
Requires a High School Diploma or Equivalent or Less																		
Childcare Workers	•	•		•	•		•	•		•			•	•	•			
Combined Food Preparation and Serving Workers, Including Fast Food		•		•	•	•	•	•	•				•	•	•			
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop		•	•	•	•						•	•	•	•	•			•
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 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; communicating with supervisors, peers, or subordinates; and organizing, planning, and prioritizing work.

Occupation	Work Activities																											
	Assisting and Caring for Others	Coaching and Developing Others	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	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 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																												
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 ³⁰			●				●	●	●		●				●	●			●						●		●	●
Library Technicians			●				●	●	●	●							●	●		●								●
Preschool Teachers, Except Special Education	●		●				●								●	●	●	●					●	●		●		
Registered Nurses	●	●					●	●	●						●	●	●			●								●
Teacher Assistants	●	●	●				●	●								●	●					●			●			●
Requires a High School Diploma or Equivalent or Less																												
Childcare Workers	●		●				●		●						●	●	●		●				●			●		
Combined Food Preparation and Serving Workers, Including Fast Food		●	●	●			●	●	●	●							●					●					●	
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop			●	●			●	●	●							●	●					●		●		●		
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.

³⁰ 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 Occupation	Related Occupations
Requires a Bachelor's Degree or Higher	
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
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
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
Secondary School Teachers, Except Special and Career/Technical Education	<ul style="list-style-type: none"> Career/Technical Education Teachers, Middle School Instructional Coordinators Librarians
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Computer Support Specialists	<ul style="list-style-type: none"> Web Administrators Desktop Publishers Computer Operators
Library Technicians	<ul style="list-style-type: none"> Bookkeeping, Accounting, and Auditing Clerks Billing, Cost, and Rate Clerks Teacher Assistants
Preschool Teachers, Except Special Education	<ul style="list-style-type: none"> Kindergarten Teachers, Except Special Education Childcare Workers Nannies
Registered Nurses	<ul style="list-style-type: none"> Licensed Practical and Licensed Vocational Nurses Medical Assistants Emergency Medical Technicians and Paramedics
Teacher Assistants	<ul style="list-style-type: none"> Nannies Social and Human Service Assistants Personal Care Aides
Requires a High School Diploma or Equivalent or Less	
Childcare Workers	<ul style="list-style-type: none"> Home Health Aides Personal Care Aides Teacher Assistants
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> Cooks, Fast Food Cashiers Waiters and Waitresses
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	<ul style="list-style-type: none"> Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop Combined Food Preparation and Serving Workers, Including Fast Food Waiters and Waitresses
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> Dishwashers Maids and Housekeeping Cleaners Food Preparation Workers
Office Clerks, General	<ul style="list-style-type: none"> Receptionists and Information Clerks Bill and Account Collectors Medical Secretaries

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 Southern Border Region employers in the Education and Training cluster who posted the most job advertisements during the 120-day period ending August 20, 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 ³¹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
University of California - San Diego	1,380	1,050	330	31.4%
Calexico Unified School District	176	64	112	175.0%
Grossmont Union High School District	166	140	26	18.6%
Escondido Union Elementary	136	76	60	78.9%
San Diego Unified School District	111	66	45	68.2%
Vista Unified	104	99	5	5.1%
San Marcos Unified School District	89	85	4	4.7%
San Diego County Office of Education	79	53	26	49.1%
Escondido Union High	72	52	20	38.5%
The Art Institutes	65	19	46	242.1%
University of San Diego	61	50	11	22.0%
San Diego Community College District	56	28	28	100.0%
National University	47	11	36	327.3%
Sweetwater Union High School District	46	40	6	15.0%
Central Union High School District	42	35	7	20.0%
Santee School District	42	54	-12	-22.2%
Concorde Career Colleges	39	21	18	85.7%
Alpine Union Elementary	36	3	33	1,100.0%
El Centro Elementary School District	35	25	10	40.0%
National School District	34	23	11	47.8%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending August 20, 2014.

³¹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Education and Training Cluster Occupations

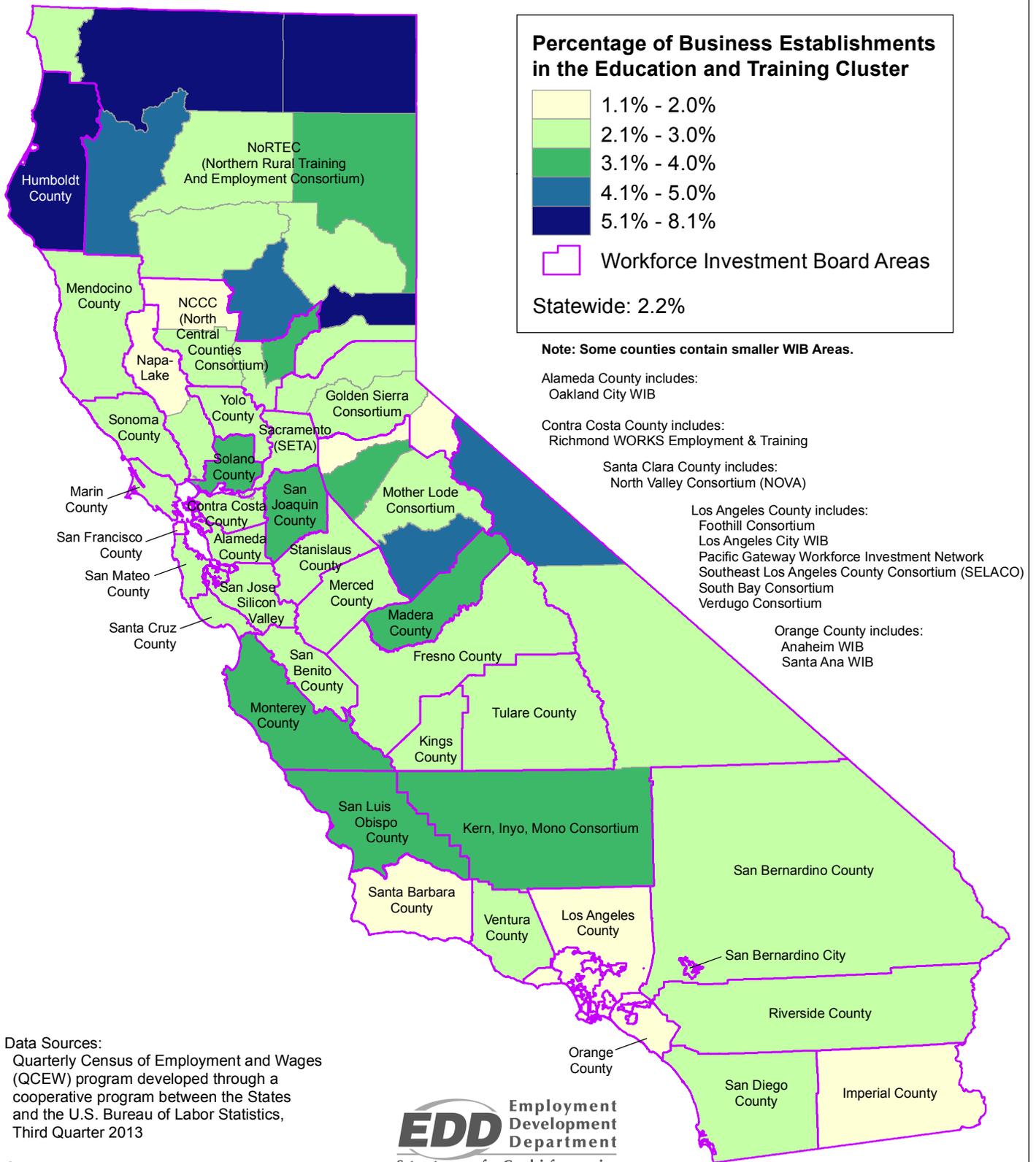
The table below provides examples of instructional programs related to top occupations in the Education and Training cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Education 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 Specialists		
	51.0709	Medical Office Computer Specialist/Assistant		
Customer Service Representatives	52.0406	Receptionist	051800	Customer Service
	52.0411	Customer Service Support/Call Center/Tele service 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	19.0708	Child Care and Support Services Management	N/A	N/A
	13.1209	Kindergarten/Preschool Education and Teaching		
	13.1210	Early Childhood Education and Teaching		
Registered Nurses	51.3803	Adult Health Nurse/Nursing	123000	Nursing
	51.3801	Registered Nursing/Registered Nurse	123010	Registered Nursing
	51.3802	Nursing Administration		
Teacher Assistants	13.1504	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 \(IPEDS\)](http://www.ipeds.org) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 6th Edition (2009), www.cccco.edu.

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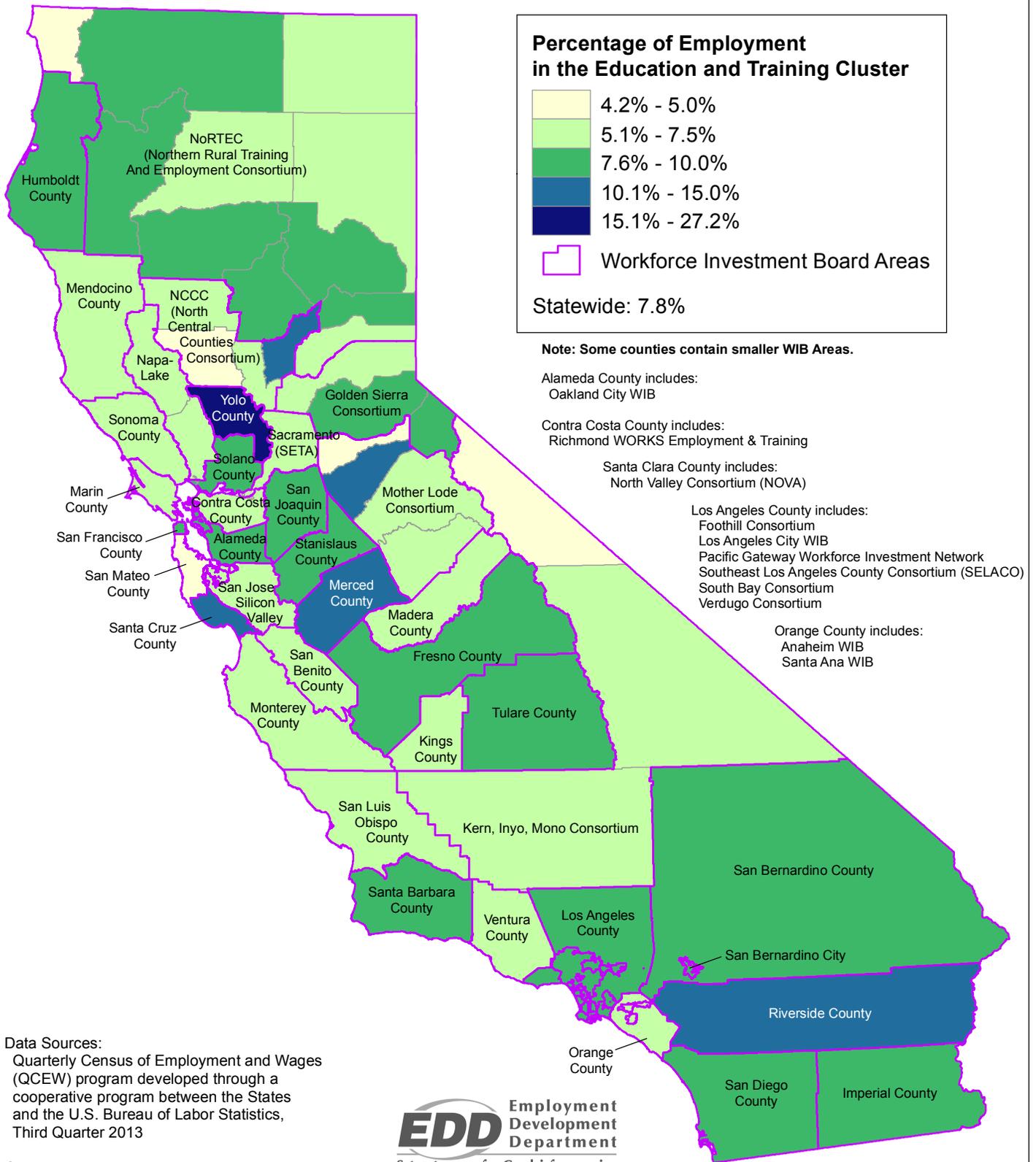
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