

## Southern Border Region's Economy: It's a New Day

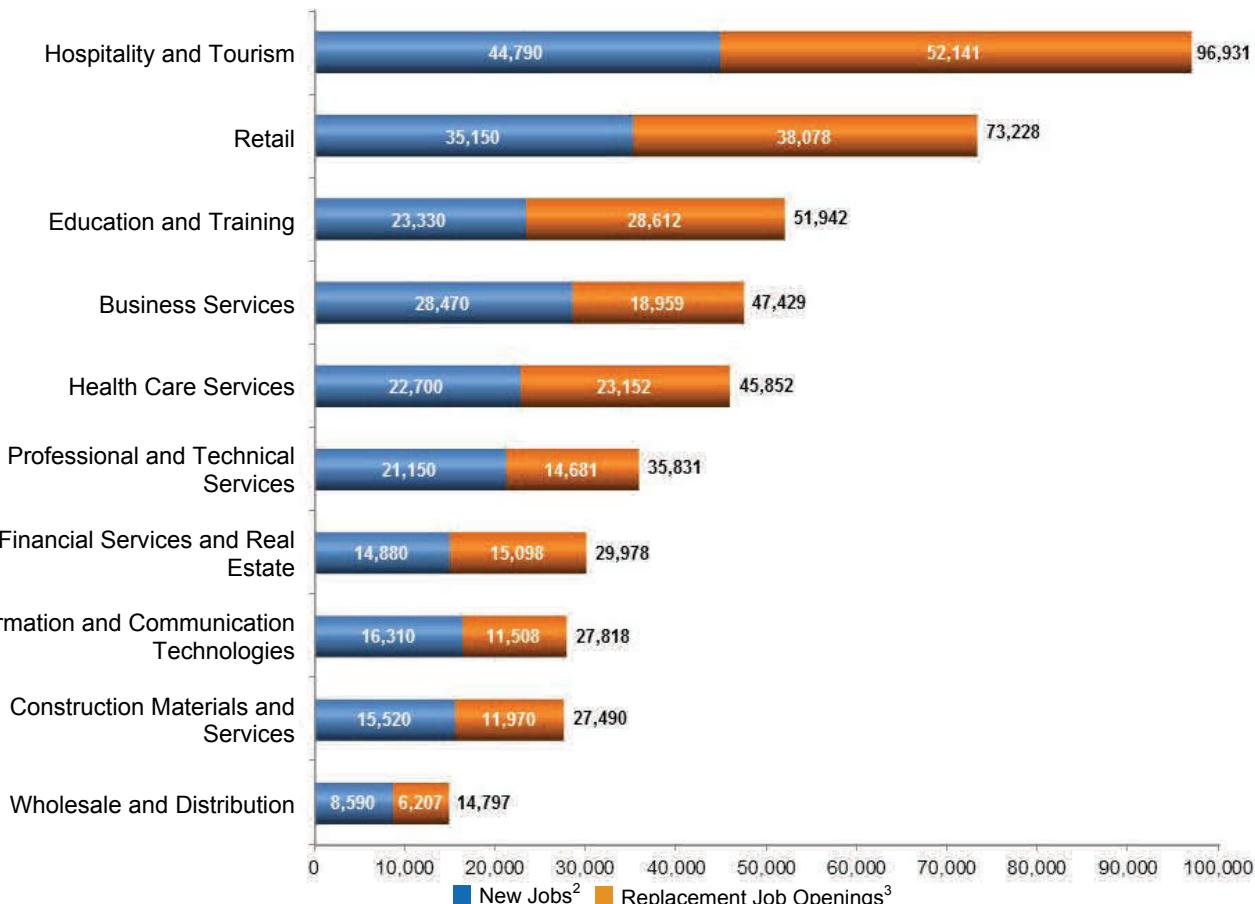
Imperial and San Diego Counties

As part of the California Employment Development Department's 2014 Labor Day campaign, we introduce our *Regional Economic Analysis Profiles*. Each profile focuses on future employment demand of regional industry clusters and features them as primary investment opportunities for the California workforce development system. The goal of each profile is to identify industry clusters and associated occupations with the largest number of projected total job openings<sup>1</sup>.

### Why Industry Clusters?

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. To view complete *Regional Economic Analysis Profiles*, go to [www.labormarketinfo.edd.ca.gov/Regional\\_Economic\\_Analysis\\_Profiles.html](http://www.labormarketinfo.edd.ca.gov/Regional_Economic_Analysis_Profiles.html). The complete *Southern Border Regional Economic Analysis Profile* will be available in September 2014.

### Top 10 Industry Clusters in the Southern Border Region



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](http://www.labormarketinfo.edd.ca.gov).

<sup>1</sup> Total job openings are the sum of new jobs and replacement needs.

<sup>2</sup> 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.

<sup>3</sup> Replacement needs estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

# Hospitality and Tourism Cluster — Top Occupations by Education Level

The table below identifies top occupations with the most total job openings, categorized by entry-level education requirements, within the Hospitality and Tourism cluster. This industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. The table shows projected total job openings and median hourly and annual wages in the region. Also included are online job advertisements for the Southern Border Region, extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period.

Occupation	Total Job Openings <sup>4</sup> (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements <sup>5</sup> (120 days)
Total, All Occupations	96,931	\$18.66	\$38,810	125,589
<b>Requires a Bachelor's Degree or Higher</b>				
Meeting, Convention, and Event Planners	247	\$21.64	\$45,013	161
General and Operations Managers	241	\$48.39	\$100,661	543
Coaches and Scouts	225	N/A	\$28,415	175
Recreation Workers	114	\$11.30	\$23,492	220
Accountants and Auditors	108	\$33.84	\$70,403	2,027
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Massage Therapists	106	\$9.56	\$19,881	220
Computer Support Specialists	36	\$23.41	\$48,687	1,962
Skincare Specialists	35	\$9.33	\$19,398	106
First-Line Supervisors of Production and Operating Workers	24	\$29.11	\$60,550	775
Manicurists and Pedicurists	12	\$9.16	\$19,049	72
<b>Requires a High School Diploma or Equivalent or Less</b>				
Waiters and Waitresses	20,092	\$9.07	\$18,870	1,016
Combined Food Preparation and Serving Workers, Including Fast Food	11,452	\$9.26	\$19,271	945
Cooks, Restaurant	5,197	\$11.60	\$24,114	1,131
Food Preparation Workers	5,179	\$9.74	\$20,269	241
Dining Room and Cafeteria Attendants and Bartender Helpers	4,664	\$8.93	\$18,563	303

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.

Note: Data in this report have been updated and may not be comparable to earlier-published profiles.

## Common Skills and Work Activities

Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the Hospitality and Tourism cluster. Workers employed within this cluster span all skills levels and share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference. According to the U.S. Department of Labor's Occupational Information Network (O\*NET), the most commonly shared skills for the occupations listed above include active listening, critical thinking, speaking, monitoring, and coordination.

In addition to shared skills, these occupations also have many work activities in common. These include establishing and maintaining interpersonal relationships; organizing, planning, and prioritizing work; and communicating with supervisors, peers, or subordinates.

<sup>4</sup> Total job openings are the sum of new jobs and replacement needs in the Southern Border Region's Hospitality and Tourism cluster.

<sup>5</sup> Regional job advertisements are across all industries.

# Retail Cluster — Top Occupations by Education Level

The table below identifies top occupations with the most total job openings, categorized by entry-level education requirements, within the Retail cluster. This industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. The table shows projected total job openings and median hourly and annual wages in the region. Also included are online job advertisements for the Southern Border Region, extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period.

Occupation	Total Job Openings <sup>6</sup> (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements <sup>7</sup> (120 days)
Total, All Occupations	73,228	\$18.66	\$38,810	125,589
<b>Requires a Bachelor's Degree or Higher</b>				
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
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
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	1,962
<b>Requires a High School Diploma or Equivalent or Less</b>				
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	710
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. Note: Data in this report have been updated and may not be comparable to earlier-published profiles.

## Common Skills and Work Activities

Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the Retail cluster. Workers employed within this cluster span all skills levels and share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference. According to the U.S. Department of Labor's Occupational Information Network (O\*NET), the most commonly shared skills for the occupations listed above include critical thinking, active listening, reading comprehension, and speaking.

In addition to shared skills, these occupations also have many work activities in common. These include establishing and maintaining interpersonal relationships; organizing, planning, and prioritizing work; communicating with supervisors, peers, or subordinates; and making decisions and solving problems.

<sup>6</sup> Total job openings are the sum of new jobs and replacement needs in the Southern Border Region's Retail cluster.

<sup>7</sup> Regional job advertisements are across all industries.

## **E**ducation and Training Cluster – Top Occupations by Education Level

The table below identifies top occupations with the most total job openings, categorized by entry-level education requirements, within the Education and Training cluster. This industry cluster includes 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. The table shows projected total job openings and median hourly and annual wages in the region. Also included are online job advertisements for the Southern Border Region, extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period.

Occupation	Total Job Openings <sup>8</sup> (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements <sup>9</sup> (120 days)
Total, All Occupations	51,942	\$18.66	\$38,810	125,589
<b>Requires a Bachelor's Degree or Higher</b>				
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
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
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	1,962
Library Technicians	238	\$19.37	\$40,294	25
Registered Nurses	198	\$40.25	\$83,710	3,482
<b>Requires a High School Diploma or Equivalent or Less</b>				
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	240
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	226

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.

Note: Data in this report have been updated and may not be comparable to earlier-published profiles.

### Common Skills and Work Activities

Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the Education and Training cluster. Workers employed within this cluster span all skills levels and share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference. According to the U.S. Department of Labor's Occupational Information Network (O\*NET), the most commonly shared skills for the occupations listed above include active listening, speaking, critical thinking, coordination, and social perceptiveness.

In addition to shared skills, these occupations also have many work activities in common. These include establishing and maintaining interpersonal relationships; communicating with supervisors, peers, or subordinates; and organizing, planning, and prioritizing work.

Some Education and Training cluster occupations require a license or certificate. For occupational licensing information, go to [www.labormarketinfo.edd.ca.gov/Content.asp?pageid=1010](http://www.labormarketinfo.edd.ca.gov/Content.asp?pageid=1010).

<sup>8</sup> Total job openings are the sum of new jobs and replacement needs in the Southern Border Region's Education and Training cluster.

<sup>9</sup> Regional job advertisements are across all industries.

## Toolbox for Job Seekers

The table below offers tools and resources for California's job seekers to assist in their job search, career exploration, and training needs.

Toolbox for Job Seekers	
<b>Job Finding Tools</b>	<ul style="list-style-type: none"><li>➤ <i>America's Job Center of California</i><sup>SM</sup> provides no-cost tools and resources for job seekers. Most Centers offer:<ul style="list-style-type: none"><li>• Career specialists to assist job seekers with assessments to identify and match skills to occupations and make career decisions.</li><li>• No-cost access to phones, fax machines, and the Internet.</li><li>• Computers for job seekers to browse occupations, explore careers, create and post résumés, and access a wide variety of job listings in the newly enhanced CalJOBS<sup>SM</sup> (<a href="http://www.caljobs.ca.gov">www.caljobs.ca.gov</a>) and the National Labor Exchange, US.jobs (<a href="http://us.jobs">us.jobs</a>).</li><li>• Job search and résumé-writing workshops in addition to other services.</li></ul></li><li>To find the nearest <i>America's Job Center of California</i><sup>SM</sup>, go to <a href="http://www.americasjobcenter.ca.gov">www.americasjobcenter.ca.gov</a>.</li><li>➤ To search for employers by occupation, go to <a href="http://www.labormarketinfo.edd.ca.gov/aspdotnet/databrowsing/EmpGeog.aspx?menuChoice=emp&amp;searchType=Occupation">www.labormarketinfo.edd.ca.gov/aspdotnet/databrowsing/EmpGeog.aspx?menuChoice=emp&amp;searchType=Occupation</a>.</li><li>➤ To see monthly reports of job demand and summaries on current job listings for California and local areas go to: <a href="http://www.labormarketinfo.edd.ca.gov/HWOL/Help_Wanted_Online_(HWOL)_Data_Series.html">www.labormarketinfo.edd.ca.gov/HWOL/Help_Wanted_Online_(HWOL)_Data_Series.html</a>.</li></ul>
<b>Career Exploration Tools</b>	<ul style="list-style-type: none"><li>➤ <i>California Occupational Guides</i> are long-recognized resources designed to assist individuals in making career decisions. Each <i>Guide</i> includes local and/or statewide information about training, current wages and job prospects, skills requirements, and day-to-day tasks. Available at <a href="http://www.labormarketinfo.edd.ca.gov/occguides">www.labormarketinfo.edd.ca.gov/occguides</a>.</li><li>➤ <i>mySkills myFuture</i> helps laid-off workers and other job seekers explore new occupations, identify occupations with skills and knowledge similar to their current or previous jobs, review matches, learn about local training programs, and apply for jobs. Available at <a href="http://www.myskillsmymfuture.org">www.myskillsmymfuture.org</a>.</li><li>➤ <i>WorkSmart</i> is designed to offer entry-level job seekers and workforce re-entrants "soft" skills and occupational information to assist them in obtaining employment. Available at <a href="http://www.worksmart.ca.gov">www.worksmart.ca.gov</a>.</li><li>➤ The Military Occupation Code (MOC) to Standard Occupational Classification (SOC) crosswalk helps returning service men and women find civilian occupations that have similar skills requirements. Available at <a href="http://www.onetonline.org/crosswalk/MOC">www.onetonline.org/crosswalk/MOC</a>.</li><li>➤ <i>My Next Move</i> is an interactive tool for job seekers and students to learn more about their career options. The site has tasks, skills, salary information, and more for over 900 different occupations. Available at <a href="http://www.mynextmove.org">www.mynextmove.org</a>.</li><li>➤ California Career Resource Network provides resources for individuals interested in developing and exploring career self-management skills necessary in today's world of work. Available at <a href="http://www.californiacareers.info">www.californiacareers.info</a>.</li></ul>
<b>Training Tools</b>	<ul style="list-style-type: none"><li>➤ Training opportunities are available through <i>America's Job Center of California</i><sup>SM</sup>. For information on what type of training is needed or where to get training, go to <a href="http://www.edd.ca.gov">www.edd.ca.gov</a> and select the "Jobs &amp; Training" tab.</li><li>➤ Job seekers may access the California Department of Industrial Relations website to search for apprenticeship programs by individual counties and occupations at <a href="http://www.dir.ca.gov/das">www.dir.ca.gov/das</a>.</li></ul>