



Regional Economic Analysis Profile

Northern Economic Sub-Market
Butte, Colusa, and Glenn Counties

May 2015



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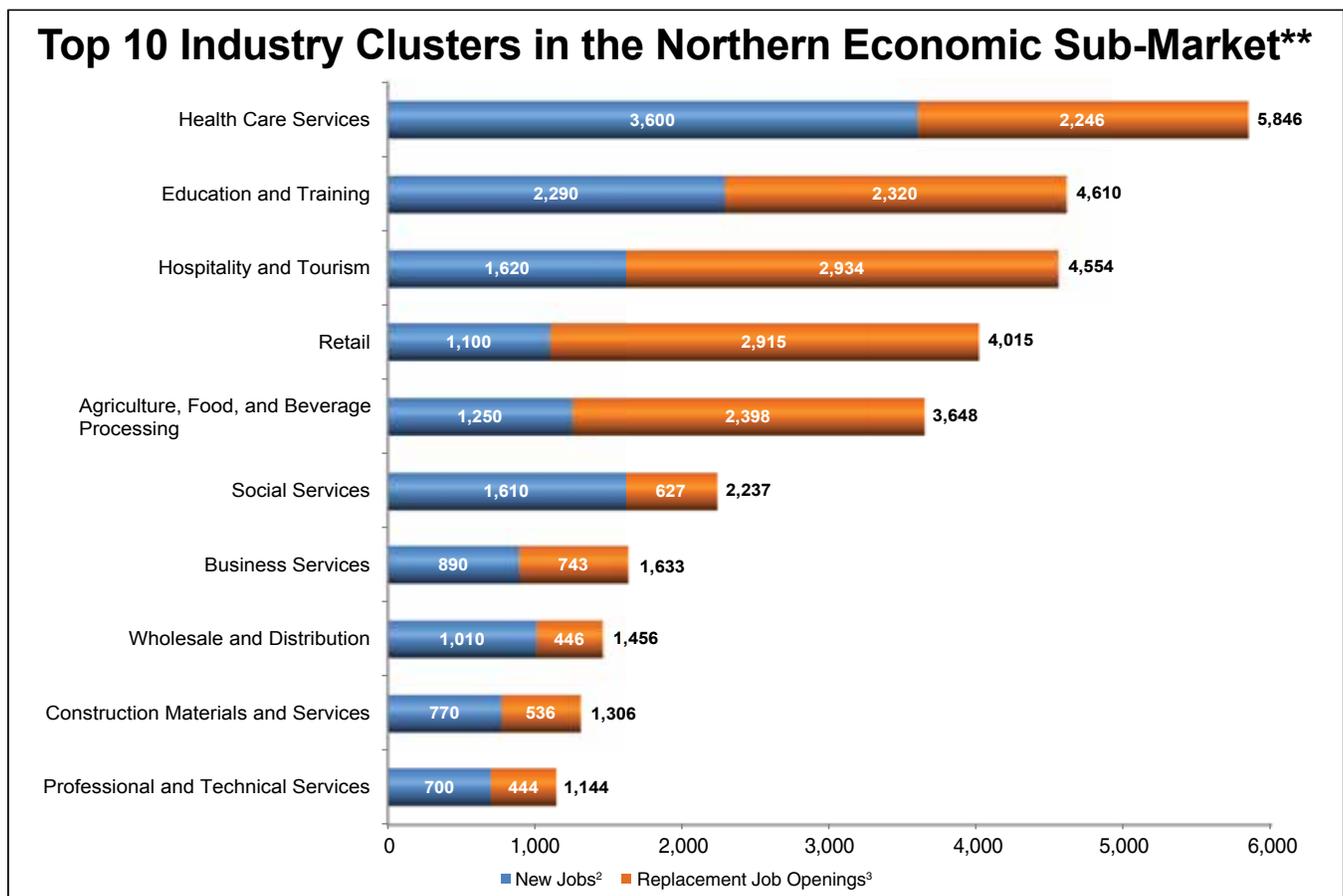
SUMMARY OF THE NORTHERN ECONOMIC SUB-MARKET** INDUSTRY CLUSTERS

What is an Industry Cluster?

Industry clusters are groups of associated industries in an economic market 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 economic growth and boost the number of employment opportunities for the 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 economic sub-market industry clusters. This report focuses on the future employment demand of economic sub-market 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 projected total job openings¹ and help the California workforce development system prepare the state's workforce to compete for these future job opportunities.



Source: California Employment Development Department, *Projections of Employment 2012-2022*. Industry and occupational employment projections for 2012-2022 in this report may not be directly comparable to the published 2012-2022 employment projections available online at www.labormarketinfo.edd.ca.gov.

¹ Total job openings are the sum of new jobs and replacement job openings.

² 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.

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

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INDUSTRY CLUSTER DESCRIPTIONS

The following are descriptions of the Northern Economic Sub-Market's** top 10 industry clusters followed by a list of the top industries with the highest total projected job openings in the cluster.

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 almost 12,000 people in the economic sub-market during 2013-2014,* accounting for 14.4 percent of the workforce. Top industries within this cluster include:

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

The **Education and Training** industry cluster is comprised of 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 2013-2014,* this cluster employed less than 10,000 people in the economic sub-market, accounting for 11.6 percent of the workforce. Top industries within this cluster include:

- Elementary and Secondary Schools
- Colleges, Universities, and Professional Schools
- Junior Colleges
- Technical and Trade Schools
- Business Schools and Computer and Management Training

The **Hospitality and Tourism** industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. It employed more than 9,000 people in the economic sub-market during 2013-2014,* accounting for 11 percent of the workforce. Industries within this cluster with the most projected job openings include:

- Restaurants and Other Eating Places
- Other Amusement and Recreation Industries
- Drinking Places (Alcoholic Beverages)
- Traveler Accommodation
- Special Food Services

The **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. During 2013-2014,* this cluster employed more than 9,000 workers, or 11.5 percent of the economic sub-market's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

- Grocery Stores
- Department Stores
- Building Material and Supplies Dealers
- Clothing Stores
- Other General Merchandise Stores

The **Agriculture, Food, and Beverage Processing** industry cluster includes establishments primarily engaged in growing crops, raising animals, and manufacturing food and beverages, as well as support activities for crop and animal production. This cluster employed less than 11,000 people during 2013-2014,* or 12.8 percent of the economic sub-market's workforce. Top industries in this cluster include:

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

* Quarterly Census of Employment and Wages (QCEW), a federal-state cooperative program, for the period April 2013 through March 2014.

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INDUSTRY CLUSTER DESCRIPTIONS

The **Social Services** industry cluster is comprised of establishments and agencies (public and private) that provide non-residential services for the welfare of children, adults, the elderly, and disabled. Examples include nonmedical in-home care programs, day care centers, and community food banks. In total, the cluster employed less than 6,000 people and accounted for 6.7 percent of the economic sub-market's workforce in 2013-2014.* Industries include:

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

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. In total, the cluster employed almost 4,000 people and accounted for 4.3 percent of the economic sub-market's workforce in 2013-2014.* Top industries in this cluster include:

- Services to Buildings and Dwellings
- Management of Companies and Enterprises
- Employment Services
- Waste Collection
- Office Administrative Services

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 2013-2014,* over 2,000 people were employed in the economic sub-market, which accounted for 2.7 percent of the economic market's workforce. Industries with the highest number of expected job openings include:

- Machinery, Equipment, and Supplies Merchant Wholesalers
- Farm Product Raw Material Merchant Wholesalers
- Professional and Commercial Equipment and Supplies Merchant Wholesalers
- Lumber and Other Construction Materials Merchant Wholesalers
- Grocery and Related Product Merchant Wholesalers

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. In total, the cluster employed less than 4,000 people and accounted for 4.4 percent of the economic sub-market's workforce in 2013-2014.* Top industries within this cluster include:

- Building Equipment Contractors
- Building Finishing Contractors
- Foundation, Structure, and Building Exterior Contractors
- Highway, Street, and Bridge Construction
- Other Specialty Trade Contractors

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 2013-2014,* more than 2,000 people were employed in the economic market, or 2.9 percent of the workforce. Top industries within this cluster include:

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

* Quarterly Census of Employment and Wages (QCEW), a federal-state cooperative program, for the period April 2013 through March 2014.

INDUSTRY CLUSTER DEFINITIONS

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

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

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

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

Agriculture, Food, and Beverage Processing

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

INDUSTRY CLUSTER DEFINITIONS

Agriculture, Food, and Beverage Processing (Continued)

- 3121 Beverage Manufacturing
- 3122 Tobacco Manufacturing
- 3253 Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing
- 3261 Plastics Product Manufacturing

Social Services

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

Business Services

- 5511 Management of Companies and Enterprises
- 5611 Office Administrative Services
- 5612 Facilities Support Services
- 5613 Employment Services
- 5614 Business Support Services
- 5419 Other Professional, Scientific, and Technical
- 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

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

Wholesale and Distribution (Continued)

- 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

Construction Materials and Services

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

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



Occupational Analysis: Health Care Services Cluster

Northern Economic Sub-Market

Butte, Colusa, and Glenn Counties

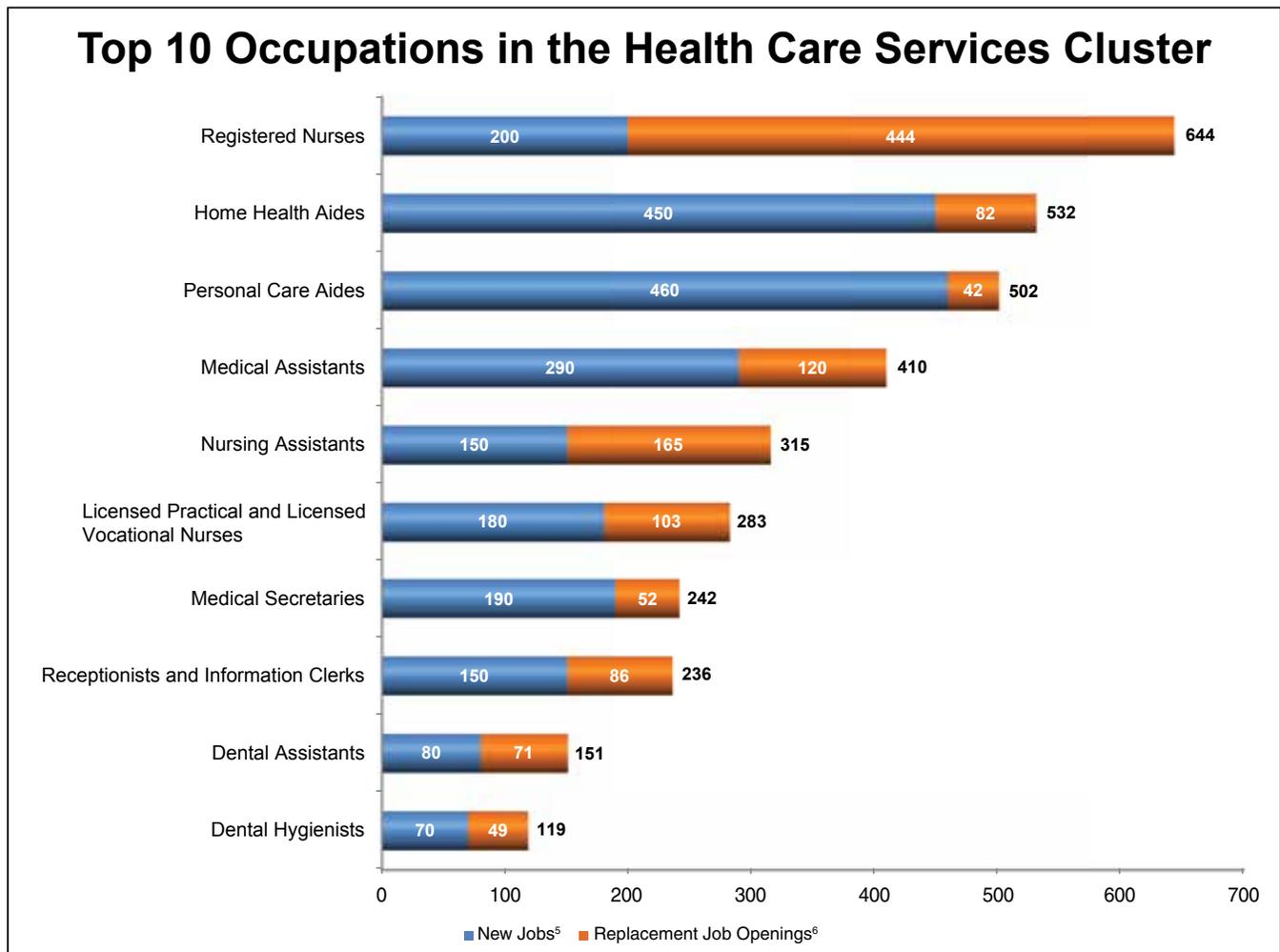
May 2015

What is the Health Care Services Cluster?

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

Top 10 Occupations in the Health Care Services Cluster

The graph below identifies the top 10 occupations in the Health Care Services cluster, based on the Northern Economic Sub-Market's** new job growth plus replacement openings. In sum, these 10 occupations represent more than one-half of the 5,846 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, reading comprehension, service orientation, social perceptiveness, and speaking.⁴



Source: California Employment Development Department, *Projections of Employment 2012-2022*. Industry and occupational employment projections for 2012-2022 in this report may not be directly comparable to the published 2012-2022 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.

⁵ 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.

⁶ Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

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

The table below further profiles the Northern Economic Sub-Market's** top 10 occupations in the Health Care Services cluster by listing the total job openings for 2012-2022, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings ⁷ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ⁸	HWOL Job Ads ⁹ (120 days)
Registered Nurses	644	\$36.75	\$76,438	Associate's degree	295
Home Health Aides	532	\$9.23	\$19,186	Less than high school	117
Personal Care Aides	502	\$9.52	\$19,805	Less than high school	232
Medical Assistants	410	\$14.26	\$29,651	Postsecondary non-degree award	60
Nursing Assistants	315	\$13.24	\$27,537	Postsecondary non-degree award	69
Licensed Practical and Licensed Vocational Nurses	283	\$25.73	\$53,515	Postsecondary non-degree award	74
Medical Secretaries	242	\$16.23	\$33,758	High school diploma or equivalent	124
Receptionists and Information Clerks	236	\$13.25	\$27,556	High school diploma or equivalent	209
Dental Assistants	151	\$20.20	\$42,005	Postsecondary non-degree award	74
Dental Hygienists	119	\$43.99	\$91,498	Associate's degree	16

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending May 11, 2015.

⁷ Total job openings are the sum of new jobs and replacement job openings.

⁸ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

⁹ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

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Top Occupations for the Health Care Services 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 Health Care Services cluster. The table includes the Northern Economic Sub-Market's** projected total job openings and median hourly and annual wages. In addition, recent totals of online job advertisements over 120-day period are included. Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the cluster.

Occupations	Total Job Openings ¹⁰ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
Physical Therapists	80	\$43.24	\$89,933	150
Medical and Health Services Managers	54	\$44.92	\$93,435	57
Physician Assistants	43	\$54.76	\$113,899	45
Dentists, General	42	N/A	N/A	23
Administrative Services Managers	36	\$34.56	\$71,880	6
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	644	\$36.75	\$76,438	295
Medical Assistants	410	\$14.26	\$29,651	60
Nursing Assistants	315	\$13.24	\$27,537	69
Licensed Practical and Licensed Vocational Nurses	283	\$25.73	\$53,515	74
Dental Assistants	151	\$20.20	\$42,005	74
Requires a High School Diploma or Equivalent or Less				
Home Health Aides	532	\$9.23	\$19,186	117
Personal Care Aides	502	\$9.52	\$19,805	232
Medical Secretaries	242	\$16.23	\$33,758	124
Receptionists and Information Clerks	236	\$13.25	\$27,556	209
Physical Therapist Aides	81	\$10.65	\$22,168	2

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending May 11, 2015.

¹⁰ Total job openings are the sum of new jobs and replacement job openings.

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Skill Requirements in the Health Care Services Cluster

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

Occupations	Skills																
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Monitoring	Operations Analysis	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Time Management	Writing
Requires a Bachelor's Degree or Higher																	
Physical Therapists		●		●	●		●			●		●	●	●	●		●
Medical and Health Services Managers		●		●	●		●			●	●	●		●	●	●	
Physician Assistants	●	●		●	●					●		●	●	●	●		●
Dentists, General	●	●	●	●	●		●			●		●			●		●
Administrative Services Managers		●		●	●				●	●		●		●	●	●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																	
Registered Nurses	●	●		●	●			●		●		●	●	●	●		
Medical Assistants	●	●		●	●					●		●	●	●	●		●
Nursing Assistants	●	●		●	●					●		●	●	●	●		●
Licensed Practical and Licensed Vocational Nurses		●		●	●					●		●	●	●	●	●	●
Dental Assistants	●	●			●	●				●		●	●	●	●		●
Requires a High School Diploma or Equivalent or Less																	
Home Health Aides	●	●		●	●			●		●		●	●	●	●		
Personal Care Aides	●	●		●	●					●		●	●	●	●		●
Medical Secretaries		●		●	●					●		●	●	●	●	●	●
Receptionists and Information Clerks		●	●	●	●							●	●	●	●	●	●
Physical Therapist Aides		●		●	●	●				●		●	●	●	●		●

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

Work Activities in the Health Care Services Cluster

The table below lists the 10 top work activities required for top occupations in the Health Care Services cluster, categorized by entry-level education requirements. The most common include establishing and maintaining interpersonal relationships; assisting and caring for others; and identifying objects, actions, and events.

Occupations	Work Activities																									
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	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	Thinking Creatively	Updating and Using Relevant Knowledge
Requires a Bachelor's Degree or Higher																										
Physical Therapists		●						●	●			●	●	●	●						●				●	●
Medical and Health Services Managers			●	●		●		●			●			●		●	●						●	●		
Physician Assistants	●	●						●		●			●	●	●					●		●				●
Dentists, General		●			●			●	●	●			●	●			●			●						●
Administrative Services Managers				●	●		●	●	●		●			●			●	●				●				
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																										
Registered Nurses		●		●				●		●			●	●	●		●					●				●
Medical Assistants		●		●			●	●		●			●	●	●		●			●						●
Nursing Assistants		●		●				●		●			●	●	●		●					●				
Licensed Practical and Licensed Vocational Nurses		●		●			●	●					●	●	●		●									●
Dental Assistants		●						●	●	●			●	●	●		●									●
Requires a High School Diploma or Equivalent or Less																										
Home Health Aides		●		●			●	●				●	●		●		●					●				●
Personal Care Aides		●		●			●	●				●	●	●	●		●			●						
Medical Secretaries		●	●	●			●		●				●	●			●					●				●
Receptionists and Information Clerks		●					●	●		●			●		●		●		●	●		●				●
Physical Therapist Aides		●	●	●				●				●	●		●		●		●	●						

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

Related Occupations for the Health Care Services Cluster

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

Health Care Services Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Physical Therapists	<ul style="list-style-type: none"> • Health Specialties Teachers, Postsecondary • Nursing Instructors and Teachers, Postsecondary • Occupational Therapists
Medical and Health Services Managers	<ul style="list-style-type: none"> • Dietitians and Nutritionists • Education Administrators, Elementary and Secondary School • Social and Community Service Managers
Physician Assistants	<ul style="list-style-type: none"> • Clinical Nurse Specialists • Nursing Instructors and Teachers, Postsecondary • Nurse Practitioners
Dentists, General	<ul style="list-style-type: none"> • Anesthesiologists • Oral and Maxillofacial Surgeons • Orthodontists
Administrative Services Managers	<ul style="list-style-type: none"> • First-Line Supervisors of Office and Administrative Support Workers • Procurement Clerks • Property, Real Estate, and Community Association Managers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Registered Nurses	<ul style="list-style-type: none"> • Licensed Practical and Licensed Vocational Nurses • Acute Care Nurses • Critical Care Nurses
Medical Assistants	<ul style="list-style-type: none"> • Pharmacy Technicians • Occupational Therapy Assistants • Dental Assistants
Nursing Assistants ¹¹	<ul style="list-style-type: none"> • N/A
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> • Physical Therapist Assistants • Radiologic Technicians • Social and Human Service Assistants
Dental Assistants	<ul style="list-style-type: none"> • Endoscopy Technicians • Dental Hygienists • Surgical Technologists
Requires a High School Diploma or Equivalent or Less	
Home Health Aides	<ul style="list-style-type: none"> • Childcare Workers • Occupational Therapy Aides • Personal Care Aides
Personal Care Aides	<ul style="list-style-type: none"> • Childcare Workers • Home Health Aides • Physical Therapist Aides
Medical Secretaries	<ul style="list-style-type: none"> • Receptionists and Information Clerks • Medical Records and Health Information Technicians • Bill and Account Collectors
Receptionists and Information Clerks	<ul style="list-style-type: none"> • Office Clerks, General • Customer Service Representatives • Medical records and Health Information Technicians
Physical Therapist Aides	<ul style="list-style-type: none"> • Home Health Aides • Occupational Therapy Aides • Personal Care Aides

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

¹¹ Currently no related occupations reported by O*NET.

Employer Demand for the Health Care Services Cluster

The following table lists the Northern Economic Sub-Market** employers in the Health Care Services cluster who posted the most job advertisements during the 120-day period ending May 11, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Health Care Services Cluster Employers	Recent Job Advertisements ¹² (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Enloe Medical Center	85	135	-50	-37.0%
Mercy Medical Center	83	78	5	6.4%
Feather River Hospital	82	34	48	141.2%
Med Travelers	27	16	11	68.8%
Genesis HealthCare	25	24	1	4.2%
St. Elizabeth Community Hospital	25	25	0	0.0%
Onward Healthcare	17	5	12	240.0%
Northern Valley Indian Health	12	9	3	33.3%
Prestige Care, Inc.	11	8	3	37.5%
Interface Rehab, Inc.	8	0	8	—
Feather River Tribal Health	6	3	3	100.0%
Dialysis Clinic, Inc.	6	3	3	100.0%
Enloe Rehabilitation Center	6	3	3	100.0%
Alphavista Services, Inc.	5	3	2	66.7%
Oroville Hospital	5	3	2	66.7%
DaVita, Inc.	4	6	-2	-33.3%
Northern Valley Indian Health	4	2	2	100.0%
Enloe Outpatient Center	4	0	4	—
Therapists Unlimited	4	9	-5	-55.6%
Eastern Plumas Health CA	4	0	4	—

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending May 11, 2015.

¹² Totals do not include employers with anonymous job advertisements.

** This Economic Sub-Market includes Butte, Colusa, and Glenn Counties.

Instructional Programs for the Top Health Care Services Cluster Occupations

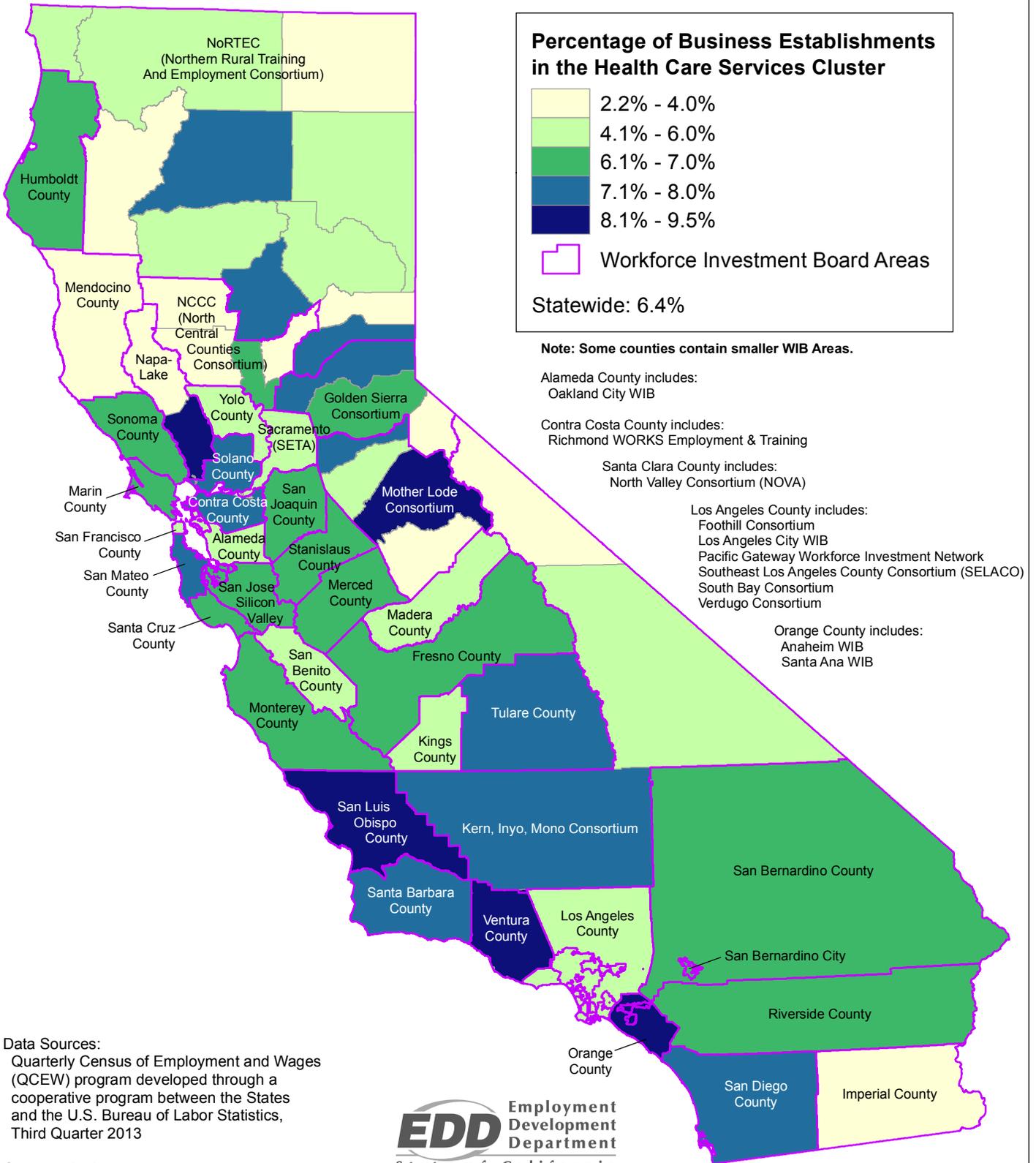
The table below provides examples of instructional programs related to some of the top occupations in the Health Care Services cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Registered Nurses	51.3802	Nursing Administration Pediatric	123000	Nursing Registered Nursing
	51.3809	Nurse/Nursing Women's Health	123010	
	51.3822	Nurse/Nursing		
Medical Assistants	51.0710	Medical Office Assistant/Specialist	051420	Medical Office Technology
	51.0712	Medical Reception/Receptionist	120800	Medical Assisting
	51.0713	Medical Insurance Coding Specialist/Coder	120810	Clinical Medical Assisting
Nursing Assistants	51.2601	Health Aide	123030	Certified Nurse Assistant
	51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide		
	51.3999	Practical Nursing, Vocational Nursing and Nursing Assistants, Other		
Licensed Practical and Licensed Vocational Nurses	51.3901	Licensed Practical/Vocational Nurse Training	123020	Licensed Vocational Nursing
	51.3999	Practical Nursing, Vocational Nursing and Nursing Assistants, Other		
Dental Assistants	51.0601	Dental Assisting/Assistant	124010	Dental Assistant
Home Health Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
Personal Care Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
Medical Secretaries	51.0710	Medical Office Assistant/Specialist	051420	Medical Office Technology
	51.0714	Medical Insurance Specialist/		
	51.0716	Medical Biller Medical Administrative/ Executive Assistant and Medical Secretary		
Receptionists and Information Clerks	52.0406	Receptionist	N/A	N/A
Physical Therapist Aides	51.2604	Rehabilitation Aide	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 7th Edition \(2010\)](http://www.cccco.edu), www.cccco.edu.

California Health Care Services Cluster

Percentage of Total County Establishments, 2013



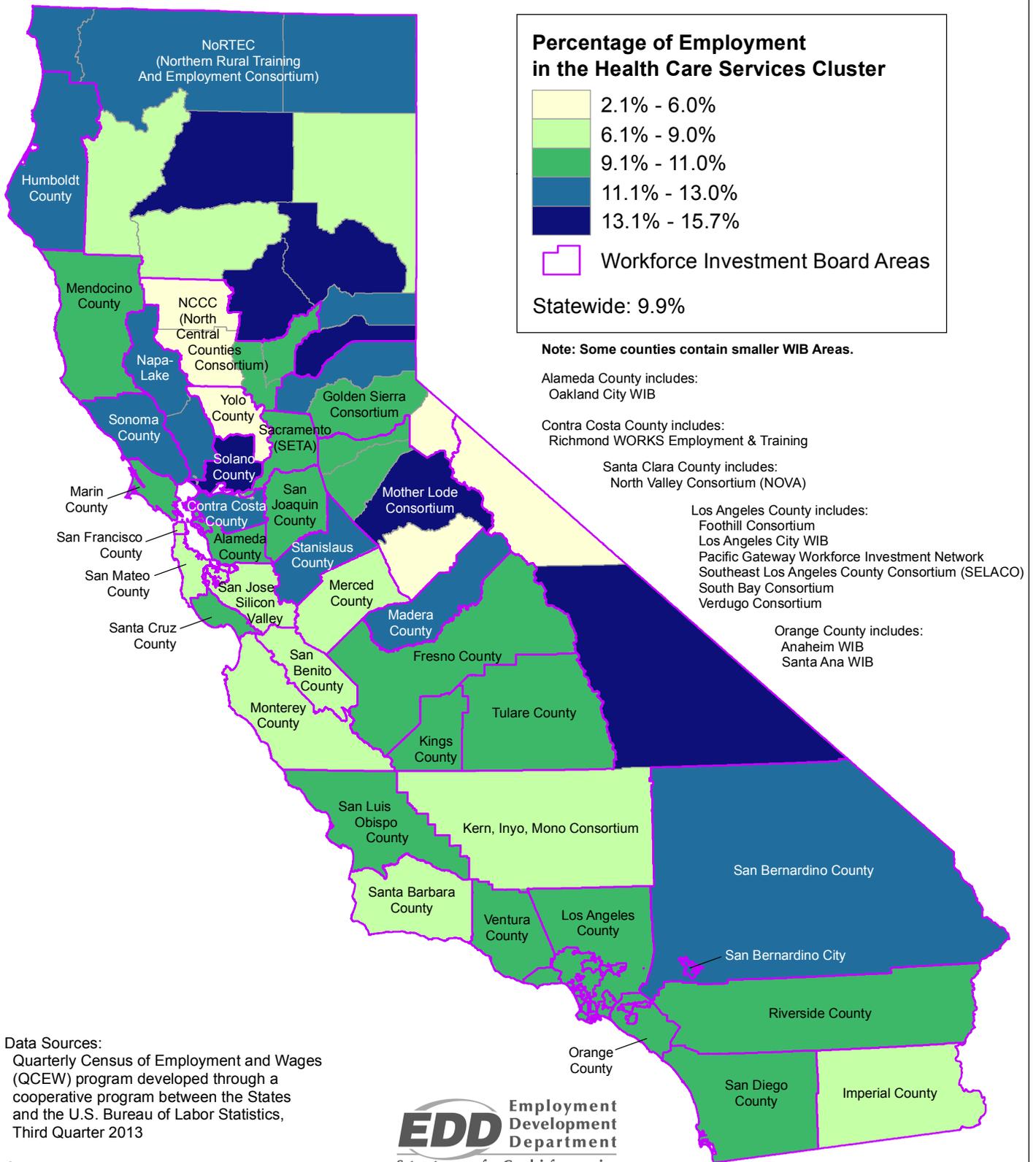
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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



California Health Care Services 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: Education and Training Cluster

Northern Economic Sub-Market
Butte, Colusa, and Glenn Counties

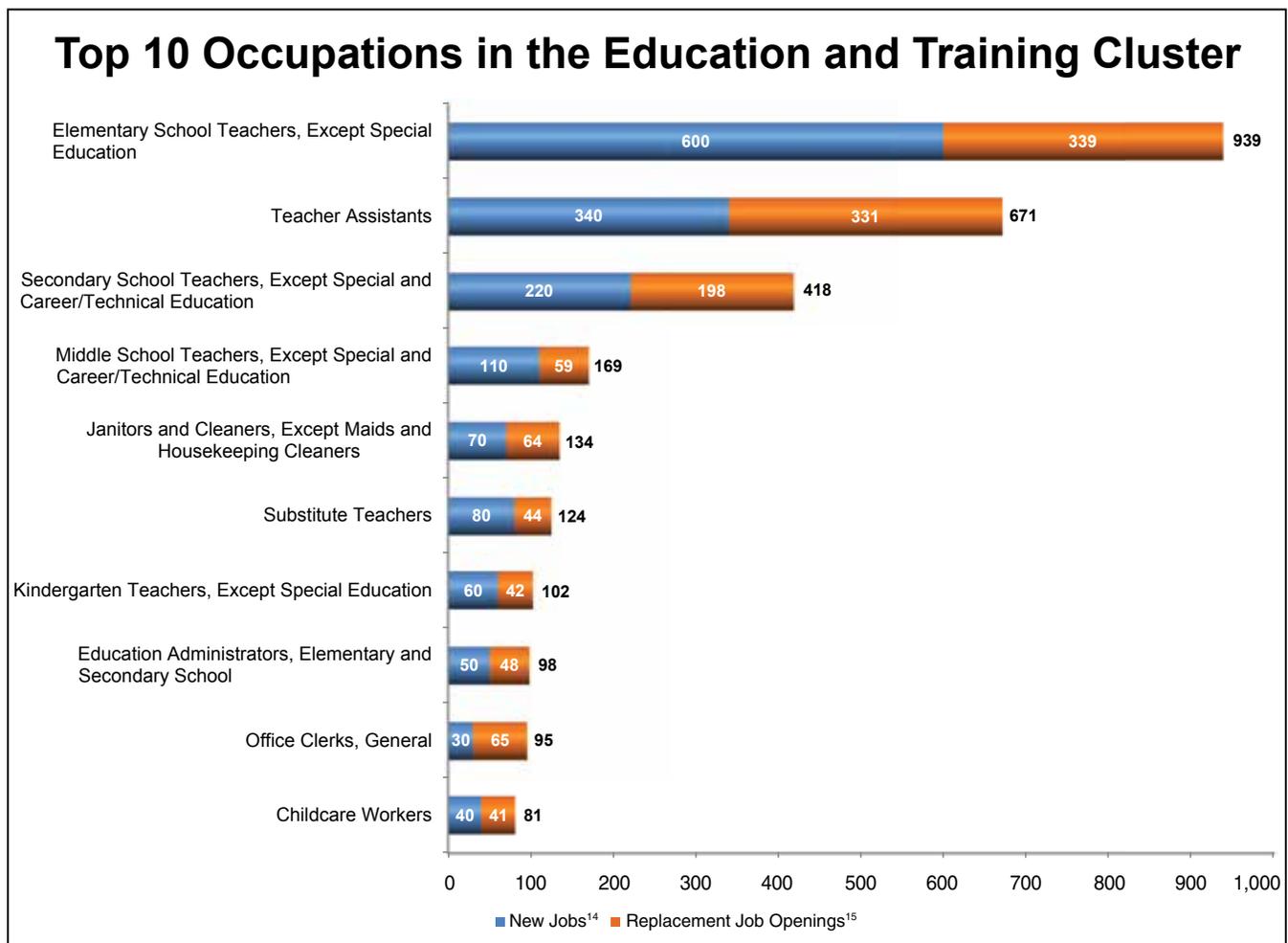
May 2015

What is the Education and Training Cluster?

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

Top 10 Occupations in the Education and Training Cluster

The graph below identifies the top 10 occupations in the Education and Training cluster, based on the Northern Economic Sub-Market's** new job growth plus replacement openings. In sum, these 10 occupations represent more than one-half of the 4,610 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, monitoring, reading comprehension, social perceptiveness, and speaking.¹³



Source: California Employment Development Department, *Projections of Employment 2012-2022*. Industry and occupational employment projections for 2012-2022 in this report may not be directly comparable to the published 2012-2022 employment projections available online at www.labormarketinfo.edd.ca.gov.

¹³ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

¹⁴ 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.

¹⁵ Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

** This Economic Sub-Market includes Butte, Colusa, and Glenn Counties.

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

The table below further profiles the Northern Economic Sub-Market's** top 10 occupations in the Education and Training cluster by listing the total job openings for 2012-2022, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings ¹⁶ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ¹⁷	HWOL Job Ads ¹⁸ (120 days)
Elementary School Teachers, Except Special Education	939	N/A	\$47,962	Bachelor's degree	45
Teacher Assistants	671	N/A	\$28,343	Some college, no degree	86
Secondary School Teachers, Except Special and Career/ Technical Education	418	N/A	\$75,093	Bachelor's degree	35
Middle School Teachers, Except Special and Career/ Technical Education	169	N/A	\$85,920	Bachelor's degree	26
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	134	\$13.11	\$27,270	Less than high school	157
Substitute Teachers	124	\$26.03	\$54,131	Bachelor's degree	0
Kindergarten Teachers, Except Special Education	102	N/A	\$58,800	Bachelor's degree	3
Education Administrators, Elementary and Secondary School	98	N/A	\$88,370	Master's degree	24
Office Clerks, General	95	\$14.38	\$29,891	High school diploma or equivalent	181
Childcare Workers	81	\$10.89	\$22,659	High school diploma or equivalent	53

Source: California Employment Development Department, Projections of Employment 2012-2022; Occupational Employment Statistics Wage Survey, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending period ending May 11, 2015.

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

¹⁷ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

¹⁸ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

** This Economic Sub-Market includes Butte, Colusa, and Glenn Counties.

Top Occupations for the Education and Training Cluster by Education Level

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

Occupations	Total Job Openings ¹⁹ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
Elementary School Teachers, Except Special Education	939	N/A	\$47,962	45
Secondary School Teachers, Except Special and Career/Technical Education	418	N/A	\$75,093	35
Middle School Teachers, Except Special and Career/Technical Education	169	N/A	\$85,920	26
Kindergarten Teachers, Except Special Education	102	N/A	\$58,800	3
Education Administrators, Elementary and Secondary School	98	N/A	\$88,370	24
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Teacher Assistants	671	N/A	\$28,343	86
Library Technicians	48	\$19.79	\$41,160	0
Preschool Teachers, Except Special Education	31	\$13.15	\$27,370	92
Computer User Support Specialists	21	\$26.78	\$55,694	94
Registered Nurses	12	\$36.75	\$76,438	295
Requires a High School Diploma or Equivalent or Less				
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	134	\$13.11	\$27,270	157
Office Clerks, General	95	\$14.38	\$29,891	181
Childcare Workers	81	\$10.89	\$22,659	53
Combined Food Preparation and Serving Workers, Including Fast Food	80	\$9.19	\$19,117	87
First-Line Supervisors of Office and Administrative Support Workers	48	\$22.50	\$46,804	207

Source: California Employment Development Department, Projections of Employment 2012-2022; Occupational Employment Statistics Wage Survey, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending period ending May 11, 2015.

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

** This Economic Sub-Market includes Butte, Colusa, and Glenn Counties.

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, critical thinking, and speaking are the most commonly shared skills, followed by reading comprehension. The skills and work activities identified for each occupation are from the U.S. Department of Labor's Occupational Information Network (O*NET).

Occupations	Skills															
	Active Learning	Active Listening	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Monitoring	Persuasion	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Time Management	Writing
Requires a Bachelor's Degree or Higher																
Elementary School Teachers, Except Special Education		●	●	●		●	●		●		●		●	●		●
Secondary School Teachers, Except Special and Career/Technical Education		●		●	●	●	●		●		●		●	●		●
Middle School Teachers, Except Special and Career/Technical Education	●	●		●	●		●		●		●		●	●		●
Kindergarten Teachers, Except Special Education	●	●		●		●	●		●		●		●	●		●
Education Administrators, Elementary and Secondary School	●	●		●		●	●	●	●		●			●		●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																
Teacher Assistants		●	●	●	●		●		●		●		●	●		●
Library Technicians	●	●	●	●	●				●		●	●		●		●
Preschool Teachers, Except Special Education		●	●	●			●		●		●	●	●	●	●	
Computer User Support Specialists	●	●	●	●	●				●		●	●		●		●
Registered Nurses	●	●	●	●			●		●		●	●	●	●		
Requires a High School Diploma or Equivalent or Less																
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	●	●	●	●		●					●	●	●	●	●	
Office Clerks, General		●	●	●					●		●	●	●	●	●	●
Childcare Workers	●	●	●	●		●	●		●			●	●	●		
Combined Food Preparation and Serving Workers, Including Fast Food		●	●	●	●		●			●	●	●	●	●		
First-Line Supervisors of Office and Administrative Support Workers		●	●	●			●		●		●		●	●	●	●

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

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 communicating with supervisors, peers, or subordinates; establishing and maintaining interpersonal relationships, and organizing, planning, and prioritizing work.

Occupations	Work Activities																											
	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Developing and Building Teams	Developing Objectives and Strategies	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	Interacting With Computers	Interpreting the Meaning of Information for Others	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Organizing, Planning, and Prioritizing Work	Performing 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	Thinking Creatively	Training and Teaching Others
Requires a Bachelor's Degree or Higher																												
Elementary School Teachers, Except Special Education		●	●				●	●									●	●							●	●	●	●
Secondary School Teachers, Except Special and Career/Technical Education		●	●					●				●					●	●							●	●	●	●
Middle School Teachers, Except Special and Career/Technical Education		●	●		●		●	●								●		●	●							●	●	●
Kindergarten Teachers, Except Special Education		●	●		●	●		●									●	●								●	●	●
Education Administrators, Elementary and Secondary School		●	●		●			●	●		●						●	●					●	●	●			
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																												
Teacher Assistants	●	●	●						●	●								●	●					●	●			●
Library Technicians			●					●	●	●		●	●						●	●		●						●
Preschool Teachers, Except Special Education	●		●					●									●	●	●	●				●	●	●		
Computer User Support Specialists			●					●	●			●				●	●	●		●		●				●		●
Registered Nurses	●		●					●	●			●					●	●	●				●					●
Requires a High School Diploma or Equivalent or Less																												
Janitors and Cleaners, Except Maids and Housekeeping Cleaners			●	●					●			●		●				●	●	●	●	●						
Office Clerks, General	●		●					●	●	●					●				●	●		●			●			●
Childcare Workers	●		●					●				●					●	●	●	●	●			●		●		
Combined Food Preparation and Serving Workers, Including Fast Food		●	●		●			●	●		●	●							●				●			●		
First-Line Supervisors of Office and Administrative Support Workers		●	●	●		●		●	●	●									●					●				●

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

Related Occupations for the Education and Training Cluster

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

Education and Training Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Elementary School Teachers, Except Special Education	<ul style="list-style-type: none"> • Secondary School Teachers, Except Special and Career/Technical Education • Middle School Teachers, Except Special and Career/Technical Education • Preschool Teachers, Except Special Education
Secondary School Teachers, Except Special and Career/Technical Education	<ul style="list-style-type: none"> • Training and Development Specialists • Middle School Teachers, Except Special and Career/Technical Education • Elementary School Teachers, Except Special Education
Middle School Teachers, Except Special and Career/Technical Education	<ul style="list-style-type: none"> • Secondary School Teachers, Except Special and Career/Technical Education • Elementary School Teachers, Except Special Education • Educational, Guidance, School, and Vocational Counselors
Kindergarten Teachers, Except Special Education	<ul style="list-style-type: none"> • Elementary School Teachers, Except Special Education • Middle School Teachers, Except Special and Career/Technical Education • Secondary School Teachers, Except Special and Career/Technical Education
Education Administrators, Elementary and Secondary School	<ul style="list-style-type: none"> • Education Administrators, Postsecondary • Instructional Coordinators • Training and Development Managers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Teacher Assistants	<ul style="list-style-type: none"> • Preschool Teachers, Except Special Education • Social and Human Service Assistants • Childcare Workers
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"> • Teacher Assistants • Elementary School Teachers, Except Special Education • Nannies
Computer User Support Specialists	<ul style="list-style-type: none"> • Web Administrators • Electrical Engineering Technicians • Computer Operators
Registered Nurses	<ul style="list-style-type: none"> • Licensed Practical and Licensed Vocational Nurses • Acute Care Nurses • Critical Care Nurses
Requires a High School Diploma or Equivalent or Less	
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> • Dishwashers • Food Preparation Workers • Helpers—Production Workers
Office Clerks, General	<ul style="list-style-type: none"> • Receptionists and Information Clerks • Bill and Account Collectors • Medical Secretaries
Childcare Workers	<ul style="list-style-type: none"> • Home Health Aides • Teacher Assistants • Preschool Teachers, Except Special Education
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Cooks, Fast Food • Food Preparation Workers • Cashiers
First-Line Supervisors of Office and Administrative Support Workers	<ul style="list-style-type: none"> • Administrative Services Managers • Gaming Managers • Human Resources Specialists

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 Northern Economic Sub-Market** employers in the Education and Training cluster who posted the most job advertisements during the 120-day period ending May 11, 2015. 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 ²⁰ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
California State University System	90	15	75	500.0%
Butte-Glenn Community College	57	42	15	35.7%
Chico Unified School District	37	23	14	60.9%
Oroville City Elementary	35	29	6	20.7%
Butte College	27	7	20	285.7%
Butte-Glen Community College District	25	7	18	257.1%
Thermalito Union Elementary School District	18	1	17	1,700.0%
Colusa County Office Of Education	17	20	-3	-15.0%
Pierce Joint Unified School District	16	15	1	6.7%
Durham Unified School District	12	4	8	200.0%
Hamilton Union Elementary School	10	12	-2	-16.7%
Oroville High School	10	0	10	—
Maxwell Unified School District	10	0	10	—
Glenn County Office Of Education	9	16	-7	-43.8%
Palermo Union Elementary	9	3	6	200.0%
Williams Unified School District	7	11	-4	-36.4%
Oroville Union High School District	7	2	5	250.0%
Gridley Unified School District	7	14	-7	-50.0%
Biggs Unified School District	5	0	5	—
Chico Country Day School	4	2	2	100.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending May 11, 2015.

²⁰ Totals do not include employers with anonymous job advertisements.

** This Economic Sub-Market includes Butte, Colusa, and Glenn Counties.

Instructional Programs for the Top Education and Training Cluster Occupations

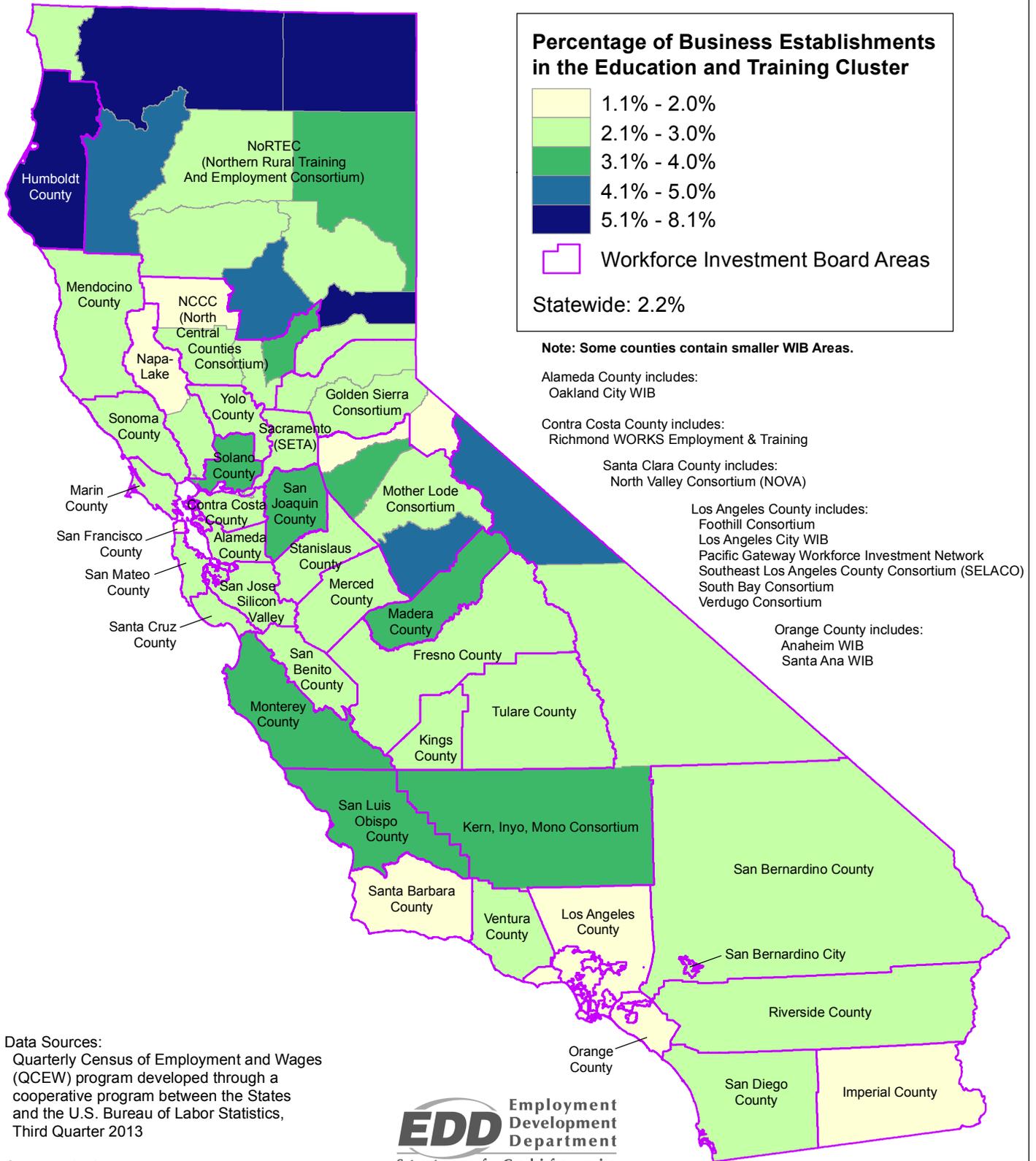
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Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Teacher Assistants	13.1501	Teacher Assistant/Aide	080200	Educational Aide (Teacher Assistant)
			080210	Educational Aide (Teacher Assistant), Bilingual
Library Technicians	25.0301	Library and Archives Assisting	160200	Library Technician (Aide)
Preschool Teachers, Except Special Education	13.1209	Kindergarten/Preschool Education and Teaching	130580	Child Development Administration and Management
	13.1210	Early Childhood Education and Teaching		
	19.0708	Child Care and Support Services Management		
Computer User Support Specialists	01.0106	Agricultural Business Technology	070820	Computer Support
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
Registered Nurses	51.3801	Registered Nursing/Registered Nurse	123000	Nursing
	51.3808	Nursing Science	123010	Registered Nursing
	51.3818	Nursing Practice		
Office Clerks, General	52.0408	General Office Occupations and Clerical Services	N/A	N/A
Childcare Workers	19.0709	Child Care Provider/Assistant	130500	Child Development/Early Care and Education
			130540	Preschool Age Child
			130550	The School Age Child
First-Line Supervisors of Office and Administrative Support Workers	51.0705	Medical Office Management/Administration	050630	Management Development and Supervision
	51.0711	Medical/Health Management and Clinical Assistant/Specialist	050970	E-Commerce (business emphasis)
	52.0204	Office Management and Supervision	051440	Office 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 7th Edition \(2010\)](http://www.cccco.edu), www.cccco.edu.

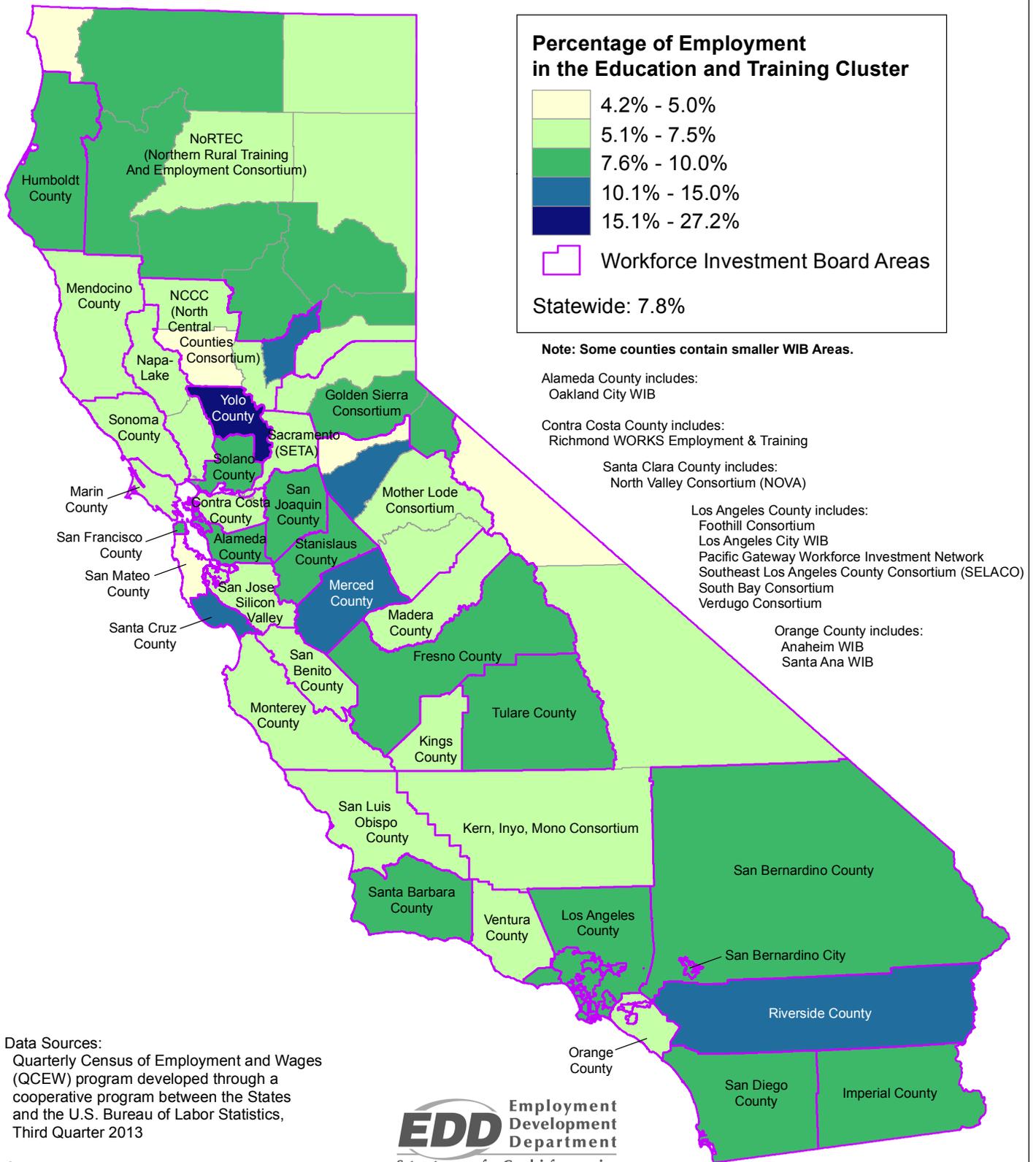
California Education and Training Cluster

Percentage of Total County Establishments, 2013



California Education and Training Cluster

Percentage of Total County Employment, 2013



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

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





Occupational Analysis: Hospitality and Tourism Cluster

Northern Economic Sub-Market
Butte, Colusa, and Glenn Counties

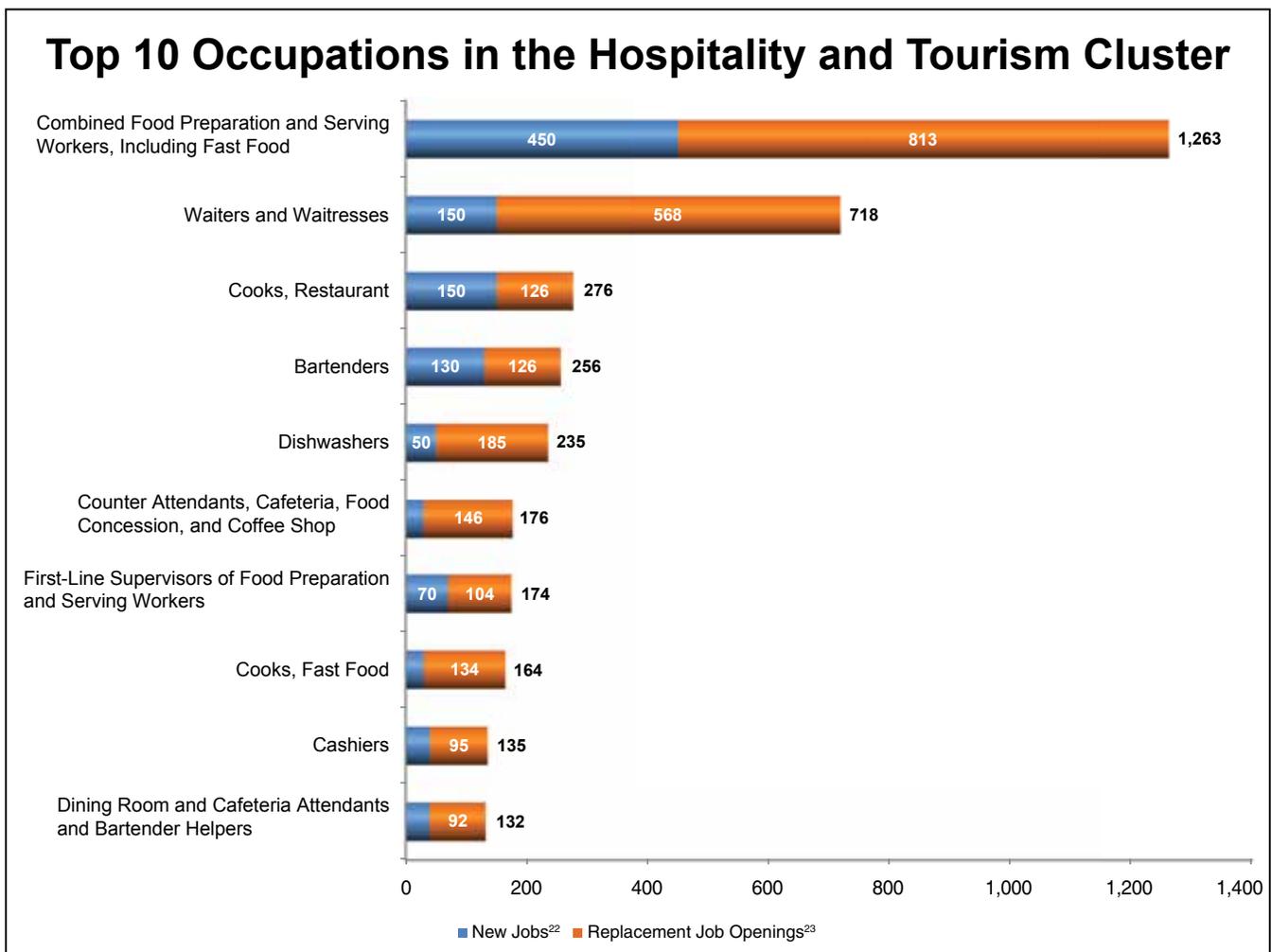
May 2015

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 Northern Economic Sub-Market's** new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 4,554 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, coordination, critical thinking, monitoring, reading comprehension, social perceptiveness, and speaking.²¹



Source: California Employment Development Department, *Projections of Employment 2012-2022*. Industry and occupational employment projections for 2012-2022 in this report may not be directly comparable to the published 2012-2022 employment projections available online at www.labormarketinfo.edd.ca.gov.

²¹ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

²² 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.

²³ Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

** This Economic Sub-Market includes Butte, Colusa, and Glenn Counties.

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

The table below further profiles the Northern Economic Sub-Market's** top 10 occupations in the Hospitality and Tourism cluster by listing the total job openings for 2012-2022, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings ²⁴ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²⁵	HWOL Job Ads ²⁶ (120 days)
Combined Food Preparation and Serving Workers, Including Fast Food	1,263	\$9.19	\$19,117	Less than high school	87
Waiters and Waitresses	718	\$9.09	\$18,924	Less than high school	59
Cooks, Restaurant	276	\$10.73	\$22,301	Less than high school	103
Bartenders	256	\$9.23	\$19,197	Less than high school	13
Dishwashers	235	\$9.07	\$18,862	Less than high school	33
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	176	\$9.37	\$19,495	Less than high school	23
First-Line Supervisors of Food Preparation and Serving Workers	174	\$14.48	\$30,113	High school diploma or equivalent	84
Cooks, Fast Food	164	\$9.41	\$19,569	Less than high school	10
Cashiers	135	\$10.13	\$21,060	Less than high school	77
Dining Room and Cafeteria Attendants and Bartender Helpers	132	\$9.17	\$19,057	Less than high school	12

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending period ending May 11, 2015.

²⁴ Total job openings are the sum of new jobs and replacement job openings.

²⁵ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

²⁶ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

** This Economic Sub-Market includes Butte, Colusa, and Glenn Counties.

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 Northern Economic Sub-Market's** projected total job openings and median hourly and annual wages. In addition, recent totals of online job advertisements over 120-day period are included. Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the cluster.

Occupations	Total Job Openings ²⁷ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
General and Operations Managers	19	\$40.82	\$84,906	27
Dietitians and Nutritionists	11	\$26.25	\$54,581	8
Chief Executives	4	\$58.10	\$120,846	10
Coaches and Scouts	3	\$0.00	\$26,137	38
Training and Development Specialists	2	\$26.34	\$54,797	16
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Massage Therapists	1	\$25.43	\$52,905	15
Dietetic Technicians	1	\$11.20	\$23,290	3
Requires a High School Diploma or Equivalent or Less				
Combined Food Preparation and Serving Workers, Including Fast Food	1,263	\$9.19	\$19,117	87
Waiters and Waitresses	718	\$9.09	\$18,924	59
Cooks, Restaurant	276	\$10.73	\$22,301	103
Bartenders	256	\$9.23	\$19,197	13
Dishwashers	235	\$9.07	\$18,862	33

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending period ending May 11, 2015.

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

** This Economic Sub-Market includes Butte, Colusa, and Glenn Counties.

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 is the most commonly shared skill, followed by monitoring and speaking. The skills and work activities identified for each occupation are from the U.S. Department of Labor's Occupational Information Network (O*NET).

Occupations	Skills																						
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instructing	Judgment and Decision Making	Learning Strategies	Management of Financial Resources	Management of Personnel Resources	Monitoring	Negotiation	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																							
General and Operations Managers	●	●		●	●						●	●			●		●	●					●
Dietitians and Nutritionists	●	●			●	●					●		●		●		●	●					●
Chief Executives		●	●	●			●		●	●	●	●		●						●	●		
Coaches and Scouts		●			●	●	●	●		●	●						●	●		●			
Training and Development Specialists		●		●	●	●	●	●			●				●		●	●					●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																							
Massage Therapists	●	●			●		●				●				●	●	●	●					●
Dietetic Technicians	●	●		●	●			●			●				●	●	●	●					
Requires a High School Diploma or Equivalent or Less																							
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●	●	●	●						●	●	●	●	●					
Waiters and Waitresses		●		●	●			●			●		●	●	●	●	●	●					
Cooks, Restaurant	●	●		●	●	●	●				●		●		●			●				●	●
Bartenders		●		●							●	●	●	●	●	●	●	●					●
Dishwashers	●	●		●	●	●					●		●		●		●	●					

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

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.

Occupations	Work Activities																											
	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Developing Objectives and Strategies	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Judging the Qualities of Things, Services, or People	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Organizing, Planning, and Prioritizing Work	Performing 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																												
General and Operations Managers			●	●		●	●								●	●	●						●	●		●		
Dietitians and Nutritionists		●		●			●		●							●		●	●			●					●	●
Chief Executives			●	●			●	●		●					●		●	●				●	●					
Coaches and Scouts		●				●	●					●	●					●	●				●	●			●	●
Training and Development Specialists		●		●			●		●						●		●					●				●	●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																												
Massage Therapists	●		●				●	●			●	●					●	●	●									●
Dietetic Technicians	●			●			●	●			●	●		●	●		●			●								●
Requires a High School Diploma or Equivalent or Less																												
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●	●	●	●		●	●	●							●				●				●	
Waiters and Waitresses				●	●	●	●	●			●	●						●	●			●		●				
Cooks, Restaurant				●	●	●	●	●			●	●		●	●		●	●		●							●	
Bartenders			●	●			●	●			●	●			●		●	●	●									
Dishwashers		●		●	●		●				●					●	●	●								●	●	

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

Related Occupations for the Hospitality and Tourism Cluster

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

Hospitality and Tourism Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
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
Dietitians and Nutritionists	<ul style="list-style-type: none"> • Health Specialties Teachers, Postsecondary • Nursing Instructors and Teachers, Postsecondary • Medical and Health Services Managers
Chief Executives	<ul style="list-style-type: none"> • Medical and Health Services Managers • Sales Managers • Treasurers and Controllers
Coaches and Scouts	<ul style="list-style-type: none"> • Recreational Therapists • Recreation Workers • Secondary School Teachers, Except Special and Career/Technical Education
Training and Development Specialists	<ul style="list-style-type: none"> • Human Resources Managers • Human Resources Specialists • Management Analysts
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Massage Therapists	<ul style="list-style-type: none"> • Hairdressers, Hairstylists, and Cosmetologists • Manicurists and Pedicurists • Skincare Specialists
Dietetic Technicians	<ul style="list-style-type: none"> • Cooks, Institution and Cafeteria • First-Line Supervisors of Food Preparation and Serving Workers • Physical Therapist Aides
Requires a High School Diploma or Equivalent or Less	
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Counter Attendants, Cafeteria, Food Concession, and Coffee Shop • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop • Waiters and Waitresses
Waiters and Waitresses	<ul style="list-style-type: none"> • Dining Room and Cafeteria Attendants and Bartender Helpers • Food Servers, Nonrestaurant • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
Cooks, Restaurant	<ul style="list-style-type: none"> • Bakers • Combined Food Preparation and Serving Workers, Including Fast Food • Cooks, Fast Food
Bartenders	<ul style="list-style-type: none"> • Gaming and Sports Book Writers and Runners • Gaming Cage Workers • Gaming Dealers
Dishwashers	<ul style="list-style-type: none"> • Food Preparation Workers • Janitors and Cleaners, Except Maids and Housekeeping Cleaners • Stock Clerks -Stockroom, Warehouse, or Storage Yard

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 Northern Economic Sub-Market** employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending May 11, 2015. 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 ²⁸ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Taco Bell	30	0	30	—
Feather Falls Casino	6	0	6	—
G6 Hospitality, LLC	6	0	6	—
Chipotle	5	0	5	—
Chico Area Recreation and Park District	4	1	3	300.0%
American Bread Co dba Panera Bread	3	0	3	—
Table Mountain Golf Course	2	0	2	—
Durham Recreation and Park District	2	0	2	—
Togo's	1	0	1	—
American Automobile Association	1	0	1	—
The Walt Disney Company	1	0	1	—
In Motion Fitness	1	0	1	—
Olive Garden	1	0	1	—
La Quinta Inn	1	0	1	—

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending May 11, 2015.

²⁸ Totals do not include employers with anonymous job advertisements.

** This Economic Sub-Market includes Butte, Colusa, and Glenn Counties.

Instructional Programs for the Hospitality and Tourism Cluster Occupations

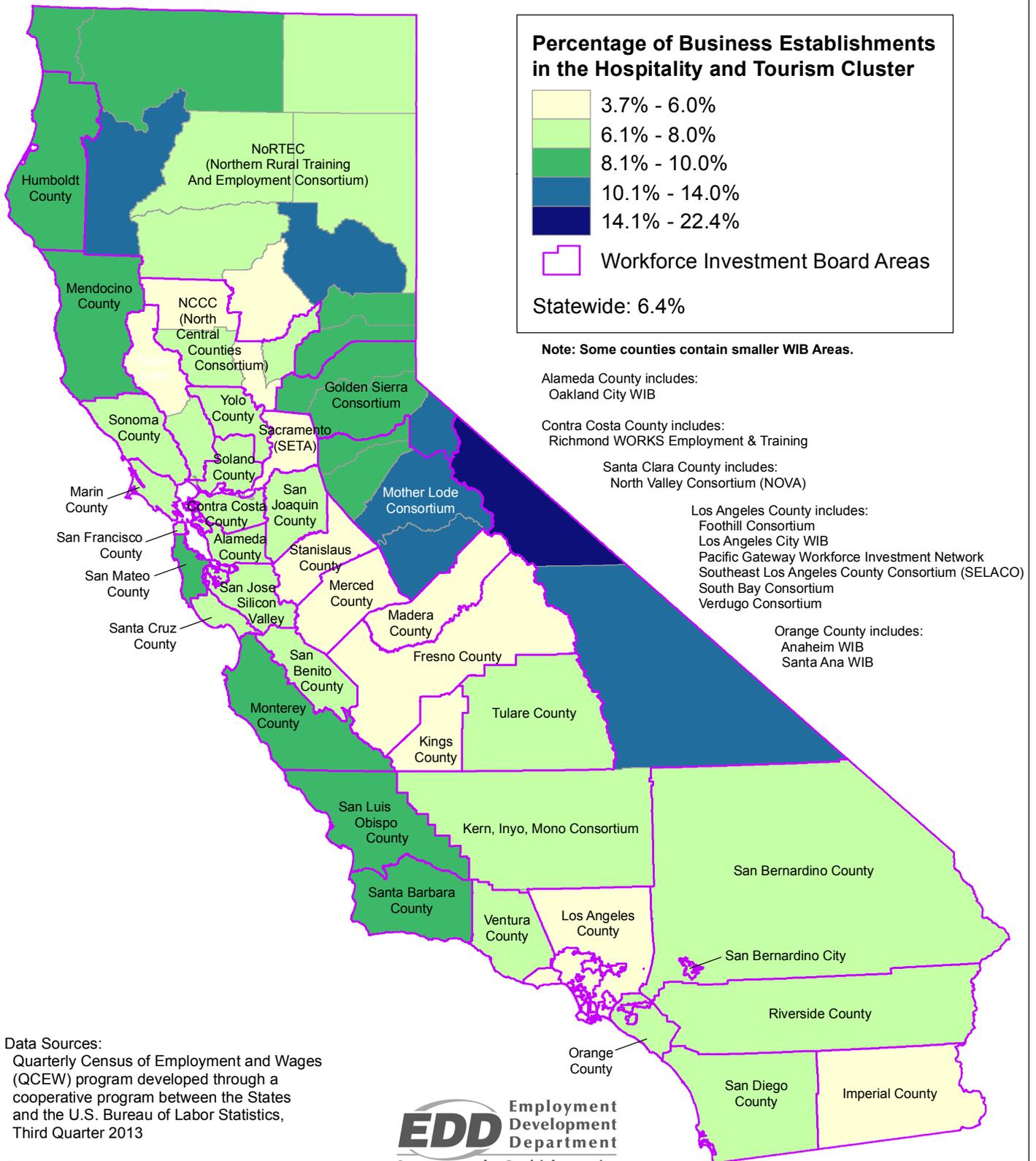
The table below provides examples of instructional programs related to some of the top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to 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.

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Massage Therapists	51.3501	Massage Therapy/Therapeutic Massage	126200	Massage Therapy
	51.3502	Asian Bodywork Therapy		
	51.3503	Somatic Bodywork		
Dietetic Technicians	19.0501	Foods, Nutrition, and Wellness Studies, General	130600	Nutrition, Foods, and Culinary Arts
	30.1901	Nutrition Sciences	130660	Dietetic Technology
	51.3101	Dietetics/Dietitian		
Cooks, Restaurant	12.0500	Cooking and Related Culinary Arts, General	130630	Culinary Arts
	12.0503	Culinary Arts/Chef Training		
Bartenders	12.0502	Bartending/Bartender	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](http://www.cccco.edu) 7th Edition (2010), www.cccco.edu.

California Hospitality and Tourism Cluster

Percentage of Total County Establishments, 2013



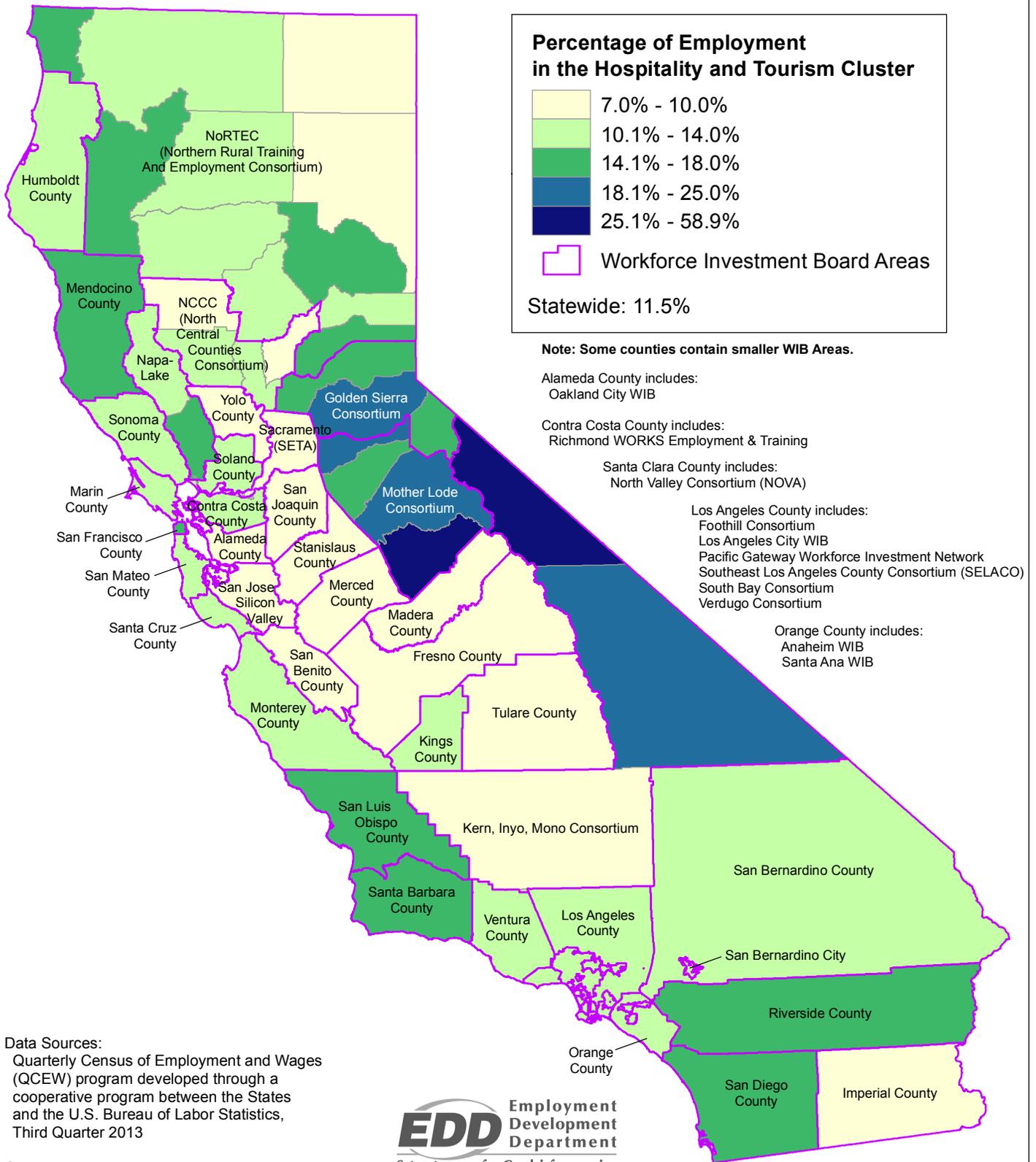
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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California Hospitality and Tourism Cluster

Percentage of Total County Employment, 2013



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

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