

Regional Economic Analysis Profile

Southern Border Economic Sub-Market

Imperial County

April 2015



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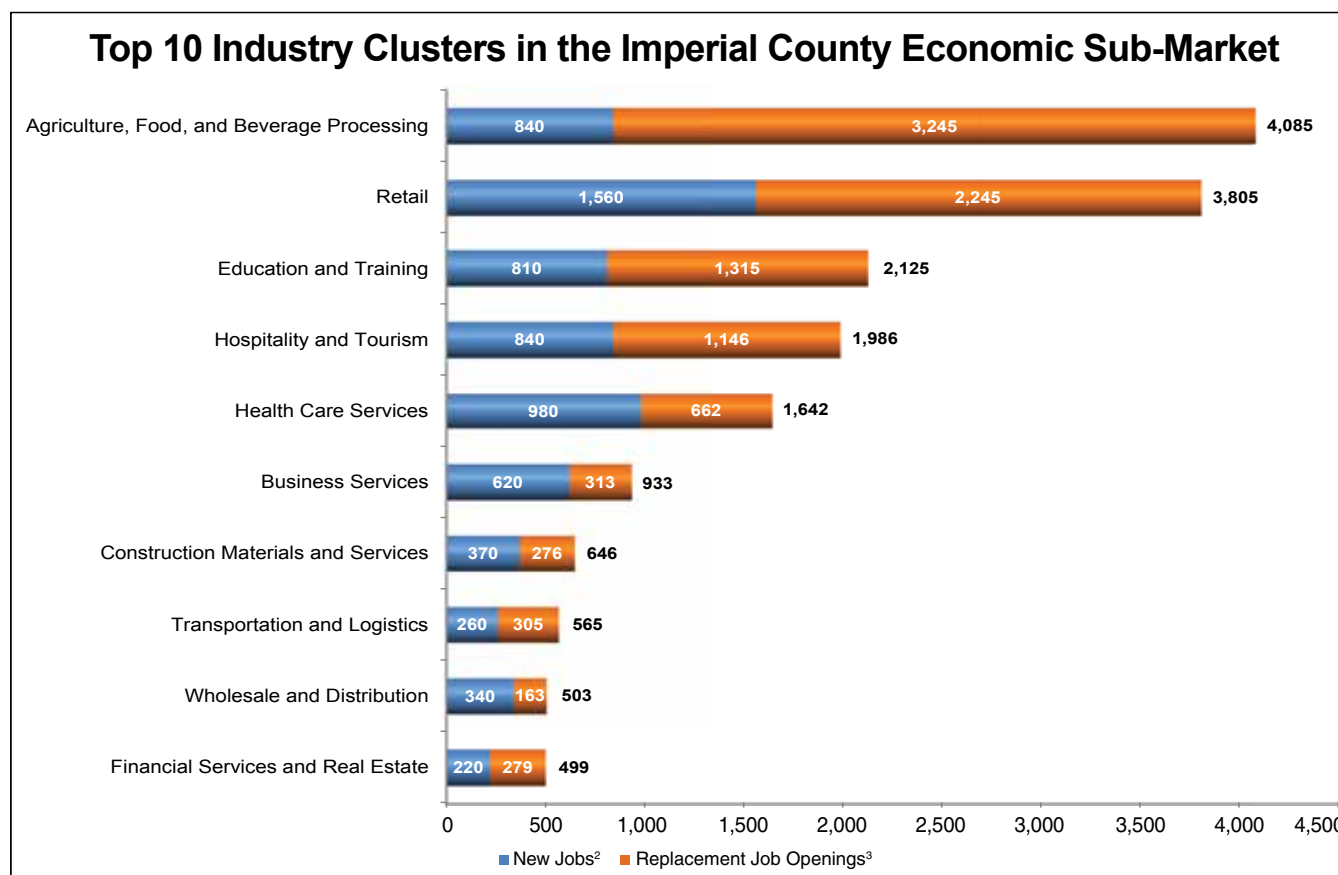
SUMMARY OF THE IMPERIAL COUNTY ECONOMIC SUB-MARKET INDUSTRY CLUSTERS

What is an Industry Cluster?

Industry clusters are groups of associated industries in an economic sub-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.

INDUSTRY CLUSTER DESCRIPTIONS

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

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 nearly 11,700 people during 2013-2014,* or 23 percent of the economic sub-market's workforce. Top industries in this cluster include:

- Support Activities for Crop Production
- Vegetable and Melon Farming
- Other Crop Farming
- Animal Slaughtering and Processing
- Cattle Ranching and Farming

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 7,300 workers, or 14.5 percent of the economic sub-market's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

- Department Stores
- Other General Merchandise Stores
- Clothing Stores
- Grocery 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 2013-2014,* this cluster employed more than 5,300 people in the economic sub-market, accounting for 10.5 percent of the workforce. Top industries within this cluster include:

- Elementary and Secondary Schools
- Junior Colleges
- Other Schools and Instruction
- Technical and Trade Schools

The **Hospitality and Tourism** industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. During 2013-2014,* this cluster was comprised of almost 3,900 workers, or 7.6 percent of the economic sub-market's employment. Industries within this cluster with the most projected job openings include:

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

The **Health Care Services** industry cluster includes acute care and outpatient hospitals, nursing homes and rehabilitation centers, adult day care centers, and community service agencies for the elderly. It employed about 3,600 people in the economic sub-market during 2013-2014,* accounting for 7.1 percent of the workforce. Industries in this cluster may include both public and private employment. Top industries within this cluster include:

- General Medical and Surgical Hospitals
- Offices of Physicians
- Nursing Care Facilities (Skilled Nursing Facilities)
- Outpatient Care Centers
- Offices of Dentists

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

INDUSTRY CLUSTER DESCRIPTIONS

The **Business Services** industry cluster is comprised of industries that include temporary help agencies, employer organizations, janitorial services, security systems services, and carpet cleaning establishments. This cluster employed more than 1,800 people during 2013-2014,* or 3.6 percent of the economic sub-market's workforce. Top industries in this cluster include:

- Management of Companies and Enterprises
- Investigation and Security Services
- Services to Buildings and Dwellings
- Waste Collection
- Employment Services

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 2013-2014,* nearly 2,200 workers made up the cluster's employment, representing 4.3 percent of the economic sub-market's total workforce. Industries showing the highest projected job openings include:

- Building Equipment Contractors
- Lime and Gypsum Product Manufacturing
- Other Specialty Trade Contractors
- Residential Building Construction
- Nonresidential Building Construction

The **Transportation and Logistics** cluster is made up of interrelated industries such as refrigerated warehousing, self-storage facilities, freight transporting companies, and overnight delivery businesses. In 2013-2014,* nearly 1,600 workers were employed in this cluster, making up 3.1 percent of the economic sub-market's workforce population. Industries showing the highest projected job openings include:

- General Freight Trucking
- Freight Transportation Arrangement
- Specialized Freight Trucking
- Warehousing and Storage
- Urban Transit Systems

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,* nearly 900 people were employed in the economic sub-market, which accounted for 1.8 percent of the workforce. Industries with the highest number of expected job openings include:

- Machinery, Equipment, and Supplies Merchant Wholesalers
- Grocery and Related Product Merchant Wholesalers
- Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers
- Paper and Paper Product Merchant Wholesalers

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 1,200 people, which accounted for 2.4 percent of the economic sub-market's workforce in 2013-2014.* Industries showing the highest projected job openings include:

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

* 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 Imperial County Economic Sub-Market.

Agriculture, Food, and Beverage Processing

- 1111 Oilseed and Grain Farming
- 1112 Vegetable and Melon Farming
- 1113 Fruit and Tree Nut Farming
- 1114 Greenhouse, Nursery, and Floriculture Production
- 1119 Other Crop Farming
- 1121 Cattle Ranching and Farming
- 1122 Hog and Pig Farming
- 1123 Poultry and Egg Production
- 1124 Sheep and Goat Farming
- 1125 Aquaculture
- 1129 Other Animal Production
- 1151 Support Activities for Crop Production
- 1152 Support Activities for Animal Production
- 3111 Animal Food Manufacturing
- 3112 Grain and Oilseed Milling
- 3113 Sugar and Confectionery Product Manufacturing
- 3114 Fruit and Vegetable Preserving and Specialty Food Manufacturing
- 3115 Dairy Product Manufacturing
- 3116 Animal Slaughtering and Processing
- 3117 Seafood Product Preparation and Packaging
- 3118 Bakeries and Tortilla Manufacturing
- 3119 Other Food Manufacturing
- 3121 Beverage Manufacturing
- 3122 Tobacco Manufacturing
- 3253 Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing
- 3261 Plastics Product Manufacturing

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

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

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

INDUSTRY CLUSTER DEFINITIONS

Business Services

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

Construction Materials and Services

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

Transportation and Logistics

3365	Railroad Rolling Stock Manufacturing
3366	Ship and Boat Building
4811	Scheduled Air Transportation
4812	Nonscheduled Air Transportation
4821	Rail Transportation
4831	Deep Sea, Coastal, and Great Lakes Water Transportation
4832	Inland Water Transportation
4841	General Freight Trucking
4842	Specialized Freight Trucking
4851	Urban Transit Systems
4852	Interurban and Rural Bus Transportation
4853	Taxi and Limousine Service
4854	School and Employee Bus Transportation
4855	Charter Bus Industry
4859	Other Transit and Ground Passenger Transportation
4881	Support Activities for Air Transportation
4882	Support Activities for Rail Transportation
4883	Support Activities for Water Transportation
4884	Support Activities for Road Transportation

Transportation and Logistics (Continued)

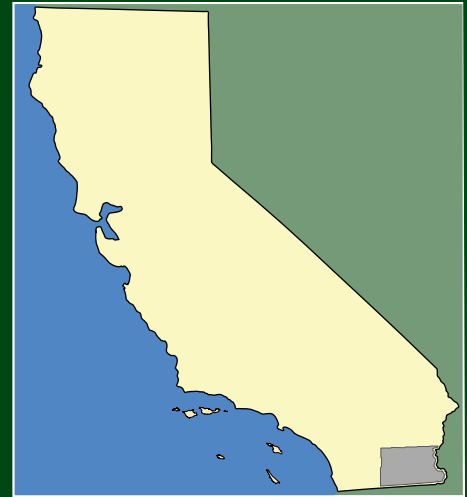
4885	Freight Transportation Arrangement
4889	Other Support Activities for Transportation
4921	Couriers and Express Delivery Services
4922	Local Messengers and Local Delivery
4931	Warehousing and Storage
5321	Automotive Equipment Rental and Leasing
8113	Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance

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)
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

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



Occupational Analysis: Agriculture, Food, and Beverage Processing Cluster

Imperial County Economic Sub-Market

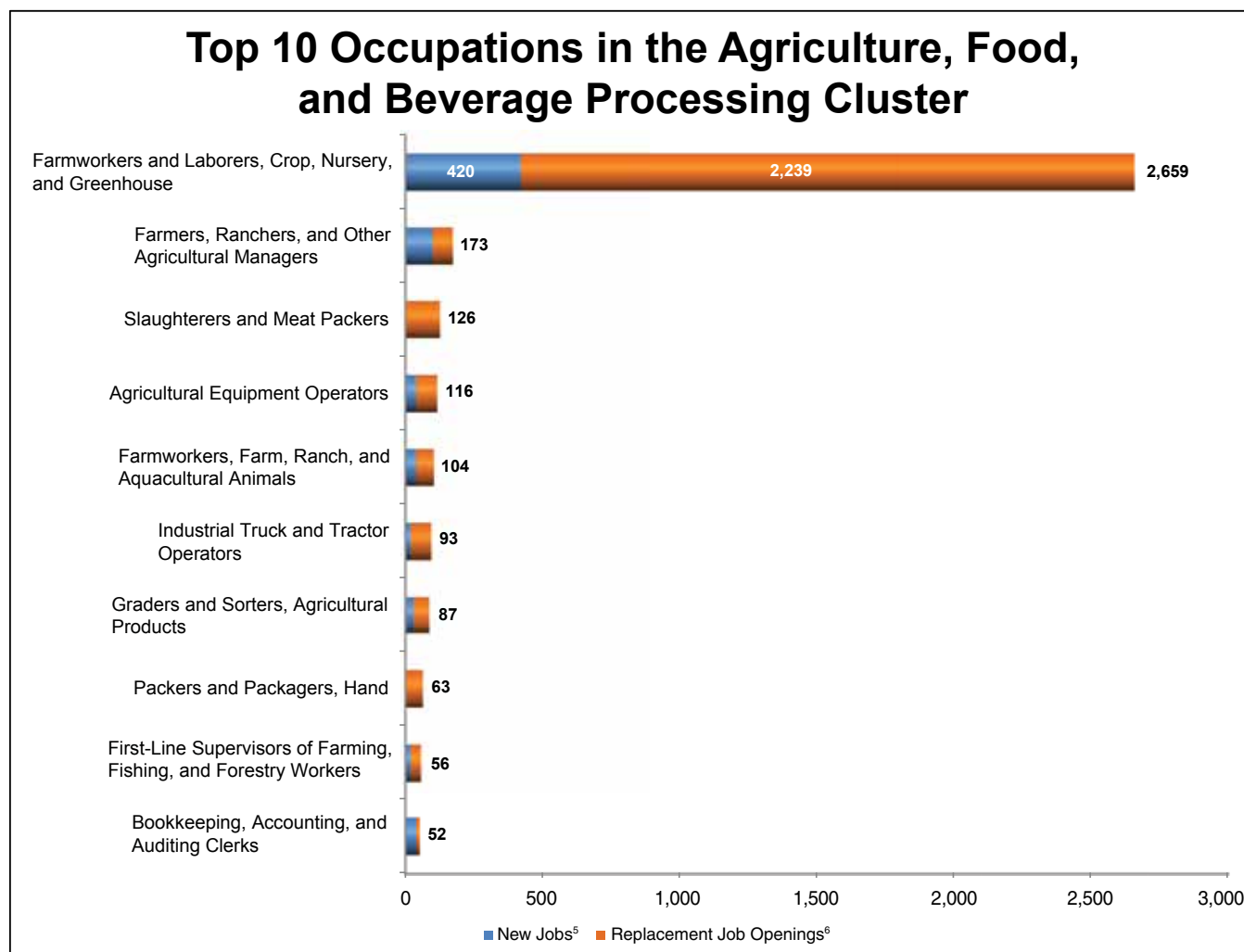
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What is the Agriculture, Food, and Beverage Processing Cluster?

The Agriculture, Food, and Beverage Processing cluster is comprised of 26 industries related to crop and animal farming as well as food and beverage manufacturing. 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 Agriculture, Food, and Beverage Processing Cluster

The graph below identifies the top 10 occupations in the Agriculture, Food, and Beverage Processing cluster, based on the Imperial County Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-fourths of the 4,085 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, and monitoring.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.

Top 10 Occupations and Recent Job Demand in the Agriculture, Food, and Beverage Processing Cluster

The table below further profiles the Imperial County Economic Sub-Market's top 10 occupations in the Agriculture, Food, and Beverage Processing 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 ⁷ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ⁸	HWOL Job Ads ⁹ (120 days)
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	2,659	\$9.11	\$18,940	Less than high school	3
Farmers, Ranchers, and Other Agricultural Managers	173	\$35.41	\$73,664	High school diploma or equivalent	1
Slaughterers and Meat Packers	126	N/A	N/A	Less than high school	0
Agricultural Equipment Operators	116	\$11.51	\$23,934	Less than high school	0
Farmworkers, Farm, Ranch, and Aquacultural Animals	104	N/A	N/A	Less than high school	0
Industrial Truck and Tractor Operators	93	\$11.54	\$24,010	Less than high school	6
Graders and Sorters, Agricultural Products	87	N/A	N/A	Less than high school	0
Packers and Packagers, Hand	63	\$9.18	\$19,092	Less than high school	1
First-Line Supervisors of Farming, Fishing, and Forestry Workers	56	\$24.88	\$51,750	High school diploma or equivalent	4
Bookkeeping, Accounting, and Auditing Clerks	52	\$15.41	\$32,056	High school diploma or equivalent	13

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 April 7, 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.

Top Occupations for the Agriculture, Food, and Beverage Processing 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 Agriculture, Food, and Beverage Processing cluster. The table includes the Imperial County 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				
General and Operations Managers	31	\$37.33	\$77,647	13
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	12	\$28.81	\$59,928	20
Accountants and Auditors	9	\$26.65	\$55,436	10
Financial Managers	6	\$53.98	\$112,275	12
Industrial Production Managers	4	\$46.59	\$96,902	0
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Heavy and Tractor-Trailer Truck Drivers	31	\$14.11	\$29,346	196
First-Line Supervisors of Production and Operating Workers	7	\$28.17	\$58,606	15
Requires a High School Diploma or Equivalent or Less				
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	2,659	\$9.11	\$18,940	3
Farmers, Ranchers, and Other Agricultural Managers	173	\$35.41	\$73,664	1
Slaughterers and Meat Packers	126	N/A	N/A	0
Agricultural Equipment Operators	116	\$11.51	\$23,934	0
Farmworkers, Farm, Ranch, and Aquacultural Animals	104	N/A	N/A	0

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 April 7, 2015.

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

Skill Requirements in the Agriculture, Food, and Beverage Processing Cluster

The table below lists the 10 top skills required for top occupations in the Agriculture, Food, and Beverage Processing cluster, categorized by entry-level education requirements. Critical thinking and active listening are the most commonly shared skills, 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	Instruction	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Persuasion	Quality Control Analysis	Reading Comprehension	Repairing	Social Perceptiveness
Requires a Bachelor's Degree or Higher																				
General and Operations Managers	●	●		●	●					●		●					●		●	●
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	●	●		●	●								●		●		●		●	●
Accountants and Auditors ¹¹	●	●			●			●			●	●					●			●
Financial Managers ¹²	●	●			●				●			●			●		●		●	●
Industrial Production Managers	●	●		●	●			●		●		●					●		●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●						●		●	●		●		●	●
First-Line Supervisors of Production and Operating Workers		●		●	●					●		●					●		●	●
Requires a High School Diploma or Equivalent or Less																				
Farmworkers and Laborers, Crop, Nursery, and Greenhouse ¹³		●		●	●	●	●			●		●		●	●			●		
Farmers, Ranchers, and Other Agricultural Managers ¹⁴				●	●			●			●	●	●			●	●		●	●
Slaughterers and Meat Packers		●	●	●	●			●				●		●	●				●	●
Agricultural Equipment Operators		●		●	●	●								●	●		●		●	●
Farmworkers, Farm, Ranch, and Aquacultural Animals		●		●	●			●				●		●	●		●	●		●

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

¹¹ Skills represent Accountants, a specialty occupation of Accountants and Auditors.

¹² Skills represent Financial Managers, Branch or Department, a specialty occupation of Financial Managers.

¹³ Skills represent Farmworkers and Laborers, Crop, a specialty occupation of Farmworkers and Laborers, Crop, Nursery, and Greenhouse.

¹⁴ Skills represent Farm and Ranch Managers, a specialty occupation of Farmers, Ranchers, and Other Agricultural Managers.

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

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

¹⁸ Work Activities represent Farm and Ranch Managers, a specialty occupation of Farmers, Ranchers, and Other Agricultural Managers.

Related Occupations for the Agriculture, Food, and Beverage Processing Cluster

The table below lists top occupations in the Agriculture, Food, and Beverage Processing 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 Agriculture, Food, and Beverage Processing cluster occupations.

Agriculture, Food, and Beverage Processing Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
General and Operations Managers	<ul style="list-style-type: none"> • Administrative Services Managers • Logistics Managers • Storage and Distribution Managers
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	<ul style="list-style-type: none"> • Market Research Analysts and Marketing Specialists • Personal Financial Advisors • Sales Managers
Accountants and Auditors	<ul style="list-style-type: none"> • Cost Estimators • Financial Analysts • Risk Management Specialists
Financial Managers	<ul style="list-style-type: none"> • Human Resources Specialists • Sales Agents, Securities and Commodities • Sales Managers
Industrial Production Managers	<ul style="list-style-type: none"> • General and Operations Managers • Industrial Engineers • Logistics Managers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> • Highway Maintenance Workers • Light Truck or Delivery Services Drivers • Pile Driver Operators
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> • First-Line Supervisors of Construction Trades and Extraction Workers • First-Line Supervisors of Mechanics, Installers, and Repairers • Non-Destructive Testing Specialists
Requires a High School Diploma or Equivalent or Less	
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	<ul style="list-style-type: none"> • Construction Laborers • Janitors and Cleaners, Except Maids and Housekeeping Cleaners • Landscaping and Groundskeeping Workers
Farmers, Ranchers, and Other Agricultural Managers	<ul style="list-style-type: none"> • Agricultural Inspectors • Forest and Conservation Technicians • Occupational Health and Safety Specialists
Slaughterers and Meat Packers	<ul style="list-style-type: none"> • Food Preparation Workers • Janitors and Cleaners, Except Maid and Housekeeping Cleaners • Nursery Workers
Agricultural Equipment Operators	<ul style="list-style-type: none"> • Helpers—Carpenters • Pile-Driver Operators • Riggers
Farmworkers, Farm, Ranch, and Aquacultural Animals	<ul style="list-style-type: none"> • Helpers—Brickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters • Landscaping and Groundskeeping Workers • Septic Tank Servicers and Sewer Pipe Cleaners

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 Imperial County Economic Sub-Market employers in the Agriculture, Food, and Beverage Processing cluster who posted the most job advertisements during the 120-day period ending April 7, 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.

Agriculture, Food, and Beverage Processing Cluster Employers	Recent Job Advertisements¹⁹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
State of California	2	0	2	—
Dr Pepper Snapple Group	2	2	0	0.0%
Eight Star Commodities	1	0	1	—

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending April 7, 2015.

¹⁹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Agriculture, Food, and Beverage Processing Cluster Occupations

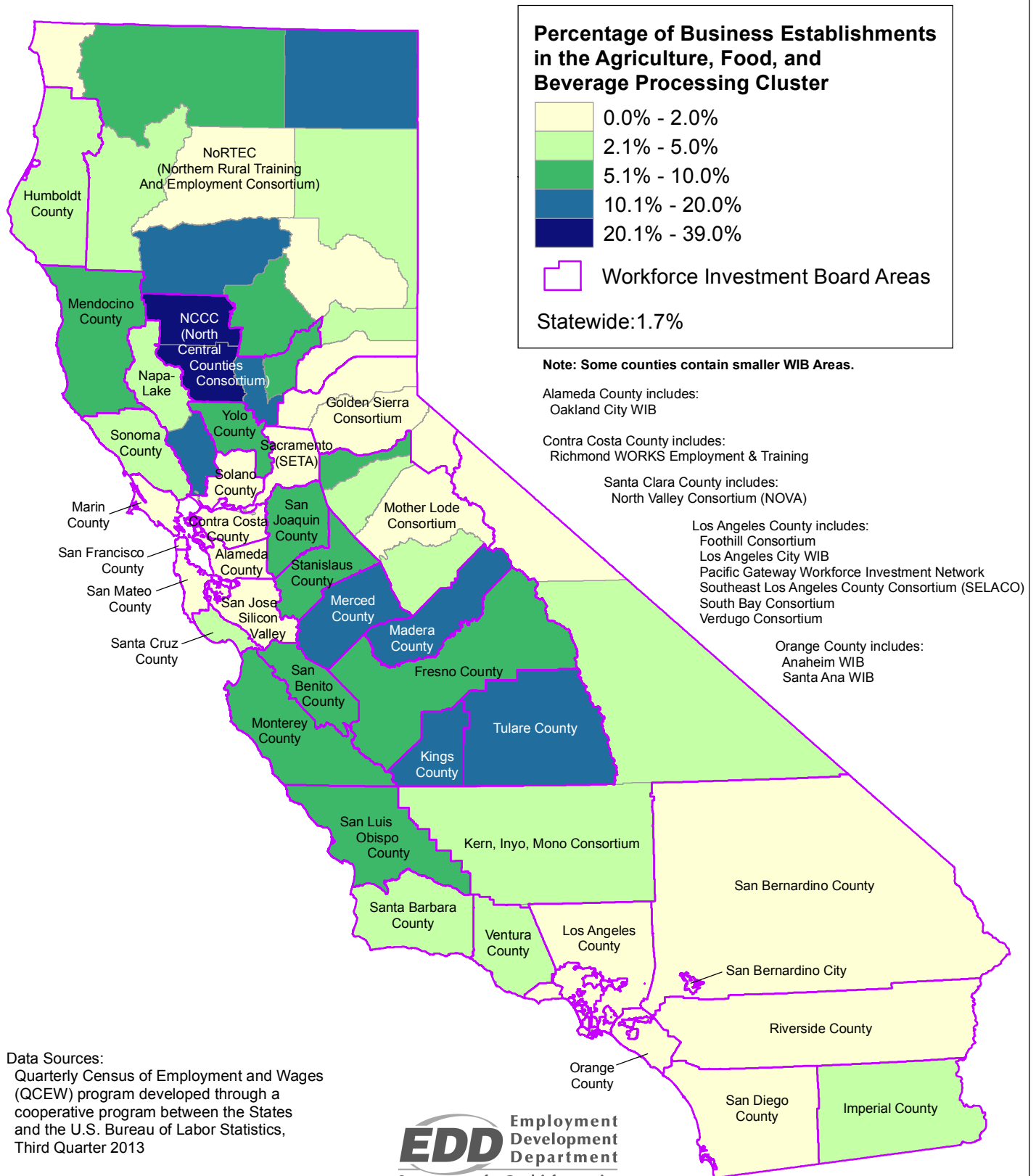
The table below provides examples of instructional programs related to some of the top occupations in the Agriculture, Food, and Beverage Processing cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Agriculture, Food, and Beverage Processing 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
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Farmers, Ranchers, and Other Agricultural Managers	01.0101	Agricultural Business and Management, General	010300	Plant Science
	01.0104	Farm/Farm and Ranch	010310	Agricultural Pest Control Adviser and Operator (Licensed)
	01.0308	Management Agroecology and Sustainable Agriculture	011200	Agriculture Business, Sales and Service
Slaughterers and Meat Packers	12.0506	Meat Cutting/Meat Cutter	N/A	N/A
Agricultural Equipment Operators	01.0204	Agricultural Power Machinery Operation	N/A	N/A

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](http://www.nces.ed.gov/ipeds) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 7th Edition (2010), www.cccco.edu.

California Agriculture, Food, and Beverage Processing 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

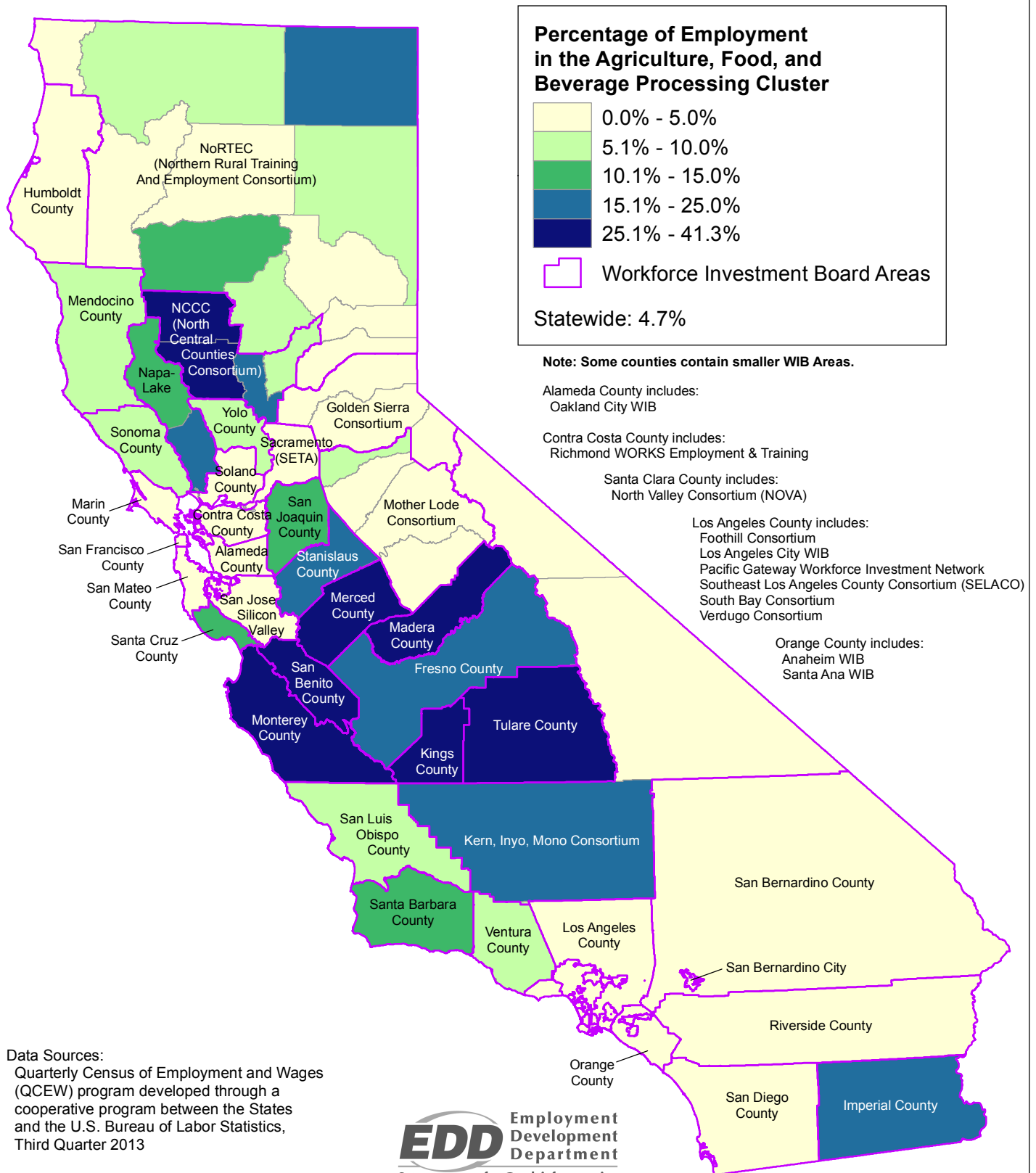
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California Agriculture, Food, and Beverage Processing Cluster

Percentage of Total County Employment, 2013



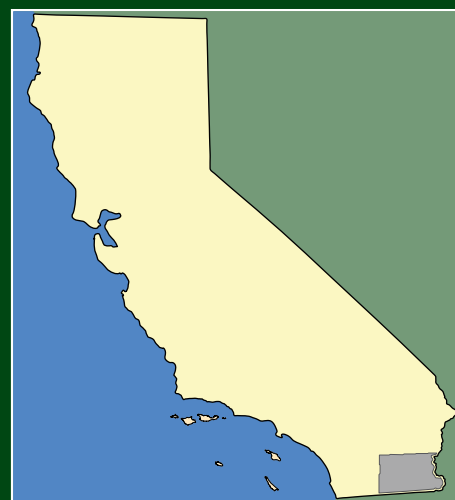
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

Cartography by:
Labor Market Information Division
California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
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Occupational Analysis: Retail Cluster

Imperial County Economic Sub-Market

April 2015

What is the Retail Cluster?

The Retail cluster is composed 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 Imperial County Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-fourths of the 3,805 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as critical thinking, active listening, speaking, and monitoring.²⁰



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.

²⁰ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

²¹ 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.

²² Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

Top 10 Occupations and Recent Job Demand in the Retail Cluster

The table below further profiles the Imperial County Economic Sub-Market's top 10 occupations in the Retail 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 ²³ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²⁴	HWOL Job Ads ²⁵ (120 days)
Retail Salespersons	1,242	\$10.67	\$22,200	Less than high school	89
Cashiers	1,122	\$9.57	\$19,921	Less than high school	16
First-Line Supervisors of Retail Sales Workers	240	\$17.65	\$36,715	High school diploma or equivalent	74
Stock Clerks and Order Fillers	206	\$11.32	\$23,540	Less than high school	22
Automotive Service Technicians and Mechanics	93	\$24.61	\$51,188	High school diploma or equivalent	14
Laborers and Freight, Stock, and Material Movers, Hand	67	\$11.46	\$23,840	Less than high school	11
Cleaners of Vehicles and Equipment	58	\$9.25	\$19,236	Less than high school	6
Parts Salespersons	53	\$16.86	\$35,067	Less than high school	1
Tire Repairers and Changers	44	\$12.19	\$25,350	High school diploma or equivalent	2
Office Clerks, General	39	\$12.99	\$27,012	High school diploma or equivalent	30

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 April 7, 2015.

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

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

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

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 Imperial County 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 ²⁶ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
Fashion Designers	21	N/A	N/A	1
General and Operations Managers	19	\$37.33	\$77,647	13
Pharmacists	17	\$66.28	\$137,862	10
Public Relations Specialists	10	\$32.68	\$67,964	2
Sales Managers	2	\$40.31	\$83,847	3
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Computer, Automated Teller, and Office Machine Repairers	2	\$18.27	\$37,999	0
Web Developers	2	\$14.71	\$30,579	0
First-Line Supervisors of Production and Operating Workers	1	\$28.17	\$58,606	15
Requires a High School Diploma or Equivalent or Less				
Retail Salespersons	1,242	\$10.67	\$22,200	89
Cashiers	1,122	\$9.57	\$19,921	16
First-Line Supervisors of Retail Sales Workers	240	\$17.65	\$36,715	74
Stock Clerks and Order Fillers	206	\$11.32	\$23,540	22
Automotive Service Technicians and Mechanics	93	\$24.61	\$51,188	14

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 April 7, 2015.

²⁶ Total job openings are the sum of new jobs and replacement job openings.

Skill Requirements in the Retail Cluster

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

Occupations	Skills																			
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instructing	Judgment and Decision Making	Management of Personnel Resources	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Operations Analysis	Persuasion	Programming	Quality Control Analysis	Reading Comprehension	Repairing	Science
Requires a Bachelor's Degree or Higher																				
Fashion Designers		•		•	•			•		•							•			•
General and Operations Managers	•	•		•	•				•	•							•			•
Pharmacists	•	•			•		•			•							•		•	•
Public Relations Specialists	•	•		•	•			•									•			•
Sales Managers				•	•			•	•	•					•					•
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Computer, Automated Teller, and Office Machine Repairers	•	•			•					•		•	•				•	•		•
Web Developers	•	•	•		•			•		•				•		•				•
First-Line Supervisors of Production and Operating Workers		•		•	•				•	•							•			•
Requires a High School Diploma or Equivalent or Less																				
Retail Salespersons		•			•					•	•				•		•		•	•
Cashiers		•		•	•					•							•		•	•
First-Line Supervisors of Retail Sales Workers					•		•		•	•	•				•		•		•	•
Stock Clerks and Order Fillers ²⁷	•	•	•	•	•					•							•		•	•
Automotive Service Technicians and Mechanics ²⁸	•	•			•	•				•		•	•				•	•		•

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

²⁷ Skills listed represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

²⁸ Skills listed represent Automotive Specialty Technicians, a specialty occupation of Automotive Service Technicians and Mechanics.

Work Activities in the Retail Cluster

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

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	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	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	Operating Vehicles, Mechanized Devices, or Equipment	Organizing, Planning, and Prioritizing Work	Performing for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	Repairing and Maintaining Electronic Equipment	Repairing and Maintaining Mechanical Equipment	Resolving Conflicts and Negotiating with Others	Scheduling Work and Activities	Selling or Influencing Others	Thinking Creatively	Training and Teaching Others	Updating and Using Relevant Knowledge	
Requires a Bachelor's Degree or Higher																																		
Fashion Designers				●				●	●							●	●	●			●								●		●		●	
General and Operations Managers				●	●		●		●								●		●		●								●	●		●		
Pharmacists	●	●							●	●				●				●			●	●		●										●
Public Relations Specialists				●	●				●		●										●				●					●	●	●		●
Sales Managers			●	●	●		●		●			●					●				●									●	●			
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																		
Computer, Automated Teller, and Office Machine Repairers					●				●					●	●		●				●						●	●				●		●
Web Developers					●						●			●	●		●				●			●	●							●		●
First-Line Supervisors of Production and Operating Workers			●		●	●	●		●			●	●												●				●	●				
Requires a High School Diploma or Equivalent or Less																																		
Retail Salespersons				●	●				●				●				●				●	●									●	●		●
Cashiers				●	●				●				●				●				●	●							●	●				
First-Line Supervisors of Retail Sales Workers			●		●				●		●		●				●				●	●							●	●				
Stock Clerks and Order Fillers ²⁹					●	●			●				●	●							●	●	●										●	●
Automotive Service Technicians and Mechanics ³⁰					●							●					●	●		●		●	●		●	●		●						●

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

²⁹ Work Activities listed represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

³⁰ Work Activities listed represent Automotive Specialty Technicians, a specialty occupation of Automotive Service Technicians and Mechanics.

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	
Fashion Designers	<ul style="list-style-type: none"> Marketing Managers Graphic Designers Wholesale and Retail Buyers, Except Farm Products
General and Operations Managers	<ul style="list-style-type: none"> Administrative Services Managers First-Line Supervisors of Office and Administrative Support Workers Logistics Managers
Pharmacists	<ul style="list-style-type: none"> Medical Scientists, Except Epidemiologists Health Specialties Teachers, Postsecondary Nursing Instructors and Teachers, Postsecondary
Public Relations Specialists	<ul style="list-style-type: none"> Insurance Sales Agents Sales Agents, Financial Services Market Research Analysts and Marketing Specialists
Sales Managers	<ul style="list-style-type: none"> Financial Managers, Branch or Department Logistics Managers Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> Computer User Support Specialists Electronic Home Entertainment Equipment Installers and Repairers Home Appliance Repairers
Web Developers	<ul style="list-style-type: none"> Web Administrators Computer Systems Analysts Computer Programmers
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> First-Line Supervisors of Mechanics, Installers, and Repairers Non-Destructive Testing Specialists First-Line Supervisors of Construction Trades and Extraction Workers
Requires a High School Diploma or Equivalent or Less	
Retail Salespersons	<ul style="list-style-type: none"> Parts Salespersons Tellers Pharmacy Aides
Cashiers	<ul style="list-style-type: none"> Gaming Change Persons and Booth Cashiers Stock Clerks, Sales Floor Counter and Rental Clerks
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand Wholesale and Retail Buyers, Except Farm Products Hotel, Motel, and Resort Desk Clerks
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> Shipping, Receiving, and Traffic Clerks Packers and Packagers, Hand Cashiers
Automotive Service Technicians and Mechanics	<ul style="list-style-type: none"> Automotive Master Mechanics Automotive Specialty Technicians Farm Equipment Mechanics and Service Technicians

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 Imperial County Economic Sub-Market employers in the Retail cluster who posted the most job advertisements during the 120-day period ending April 7, 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.

Retail 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)
Macy's	22	9	13	144.4%
Lowe's	14	12	2	16.7%
USG Corporation	12	8	4	50.0%
Safeway Companies	11	2	9	450.0%
Verizon	9	2	7	350.0%
Home Depot	8	2	6	300.0%
Sears Holdings Corporation	7	12	-5	-41.7%
Harbor Freight Tools	6	2	4	200.0%
Rite Aid	6	4	2	50.0%
Target Corporation	6	1	5	500.0%
Walmart	5	1	4	400.0%
Adidas	4	3	1	33.3%
The Vitamin Shoppe	4	0	4	—
Pep Boys	4	1	3	300.0%
Dollar Tree Stores, Inc.	4	2	2	100.0%
Forever 21 Inc.	3	1	2	200.0%
Ross Dress For Less	3	3	0	0.0%
Goodyear	3	0	3	—
Costco Wholesale Corporation	2	0	2	—
Toys"R"Us	2	8	-6	-75.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending April 7, 2015.

³¹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Retail Cluster Occupations

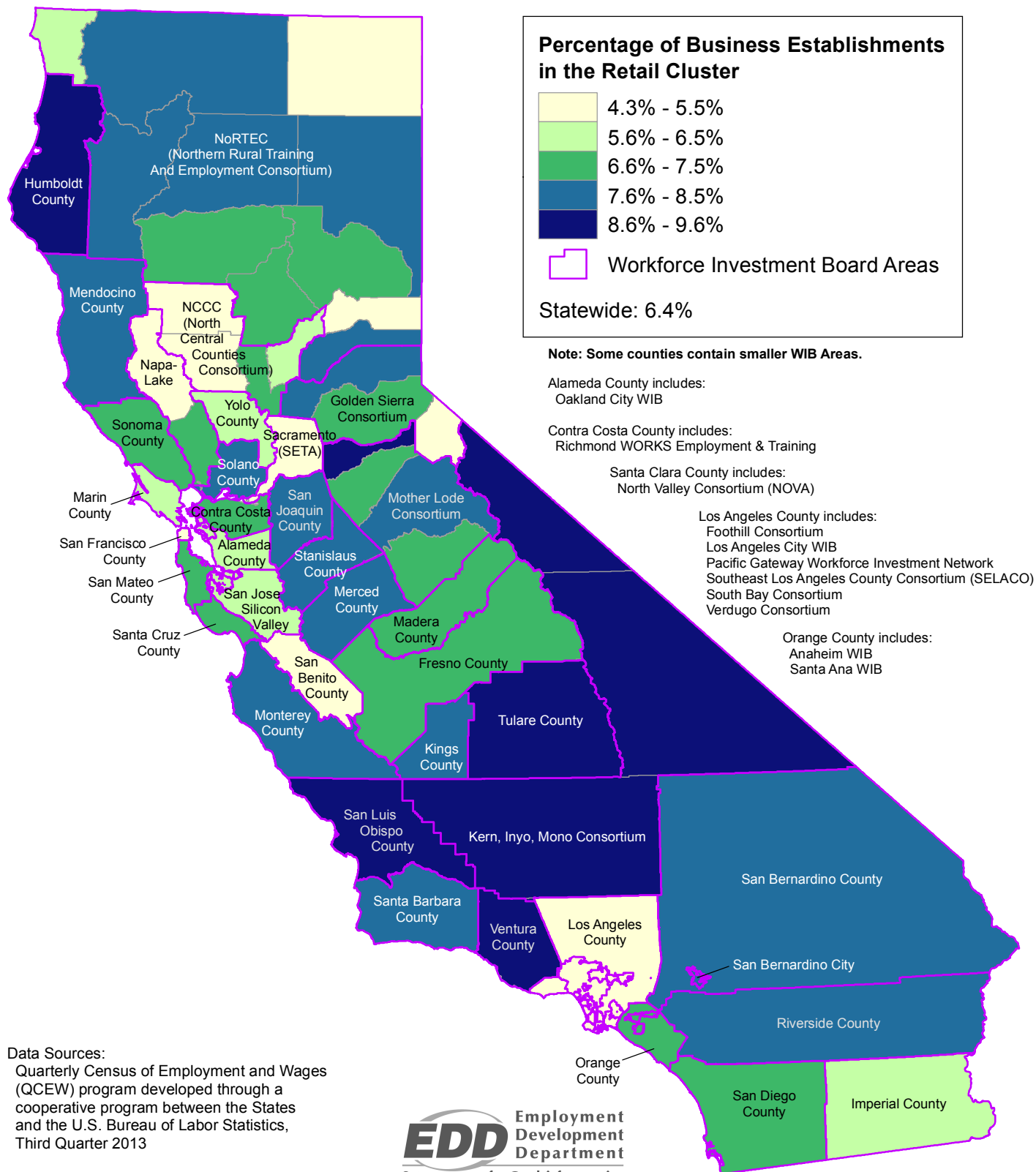
The table below provides examples of instructional programs related to some of the top occupations in the Retail cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Retail cluster.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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Computer, Automated Teller, and Office Machine Repairers	47.0102	Business Machine Repair	093410	Computer Electronics
	47.0104	Computer Installation and Repair Technology/Technician		
Web Developers	11.0701	Computer Science	070700	Computer Software Development
	11.0801	Web Page, Digital/Multimedia and Information Resources Design	070710	Computer Programming
	11.1004	Web/Multimedia Management and Webmaster	070900	World Wide Web Administration
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervisionr	N/A	N/A
First-Line Supervisors of Retail Sales Workers	52.0212	Retail Management	050650	Retail Store Operations and Management
	52.1803	Retailing and Retail Operations	050940	Sales and Salesmanship
	52.1804	Selling Skills and Sales Operations	050970	E-Commerce (business emphasis)
Automotive Service Technicians and Mechanics	47.0600	Vehicle Maintenance and Repair Technologies, General	094800	Automotive Technology
	47.0604	Automobile/Automotive Mechanics Technology/ Technician	094840	Alternative Fuels and Advanced Transportation Technology
	47.0612	Vehicle Emissions Inspection and Maintenance Technology/ Technician		

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](http://www.nces.ed.gov/ipeds) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 7th Edition (2010), 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

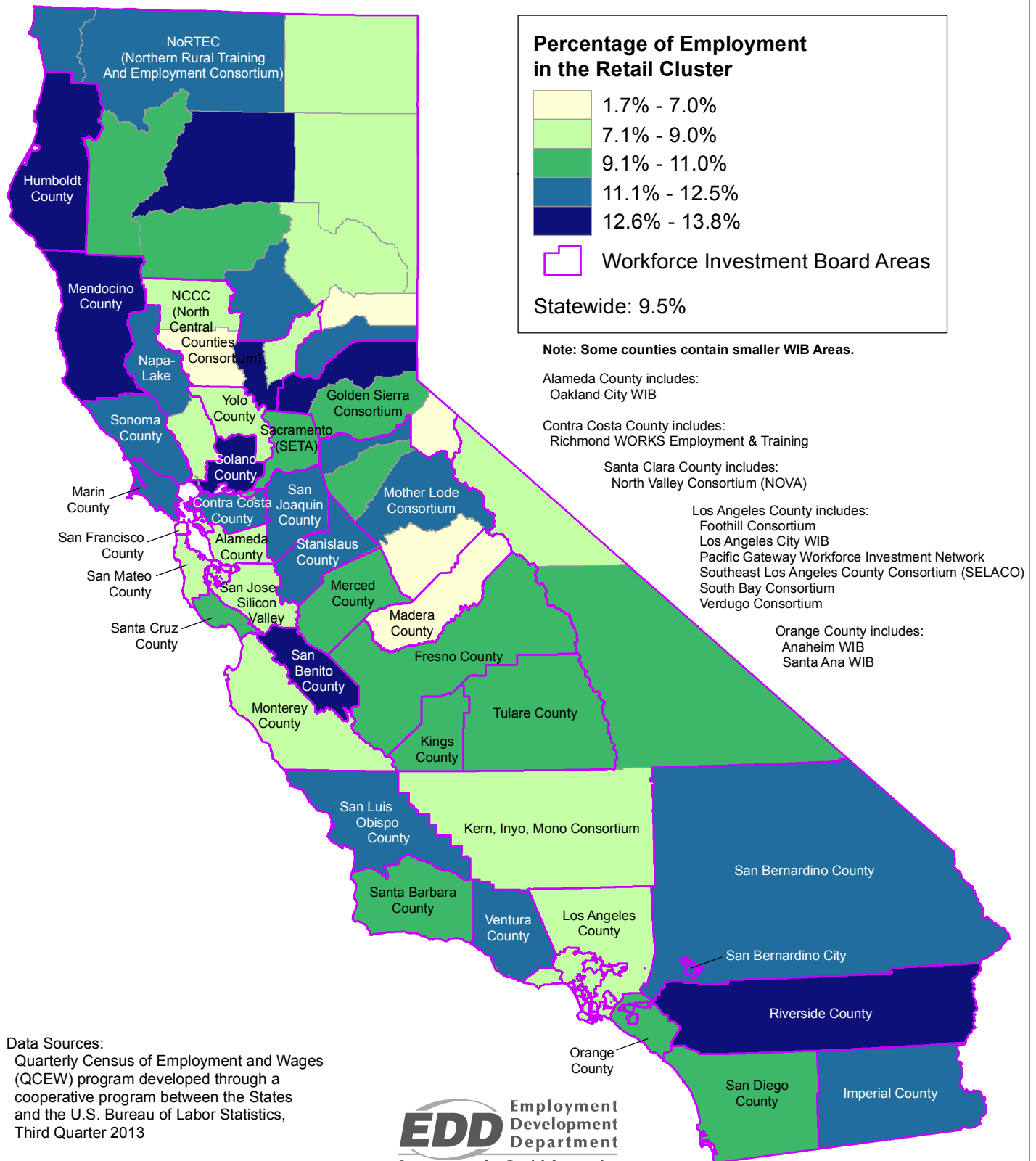
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California Retail Cluster

Percentage of Total County Employment, 2013



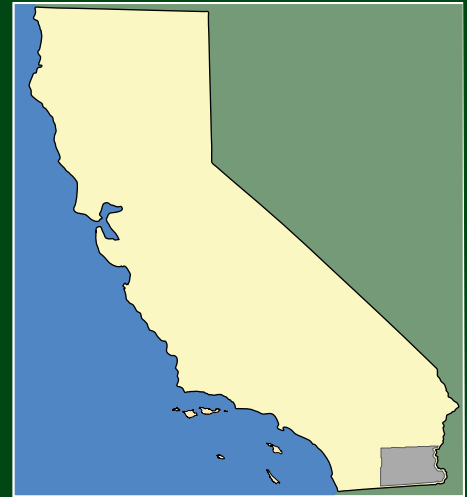
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July 2014

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Occupational Analysis: Education and Training Cluster

Imperial County Economic Sub-Market

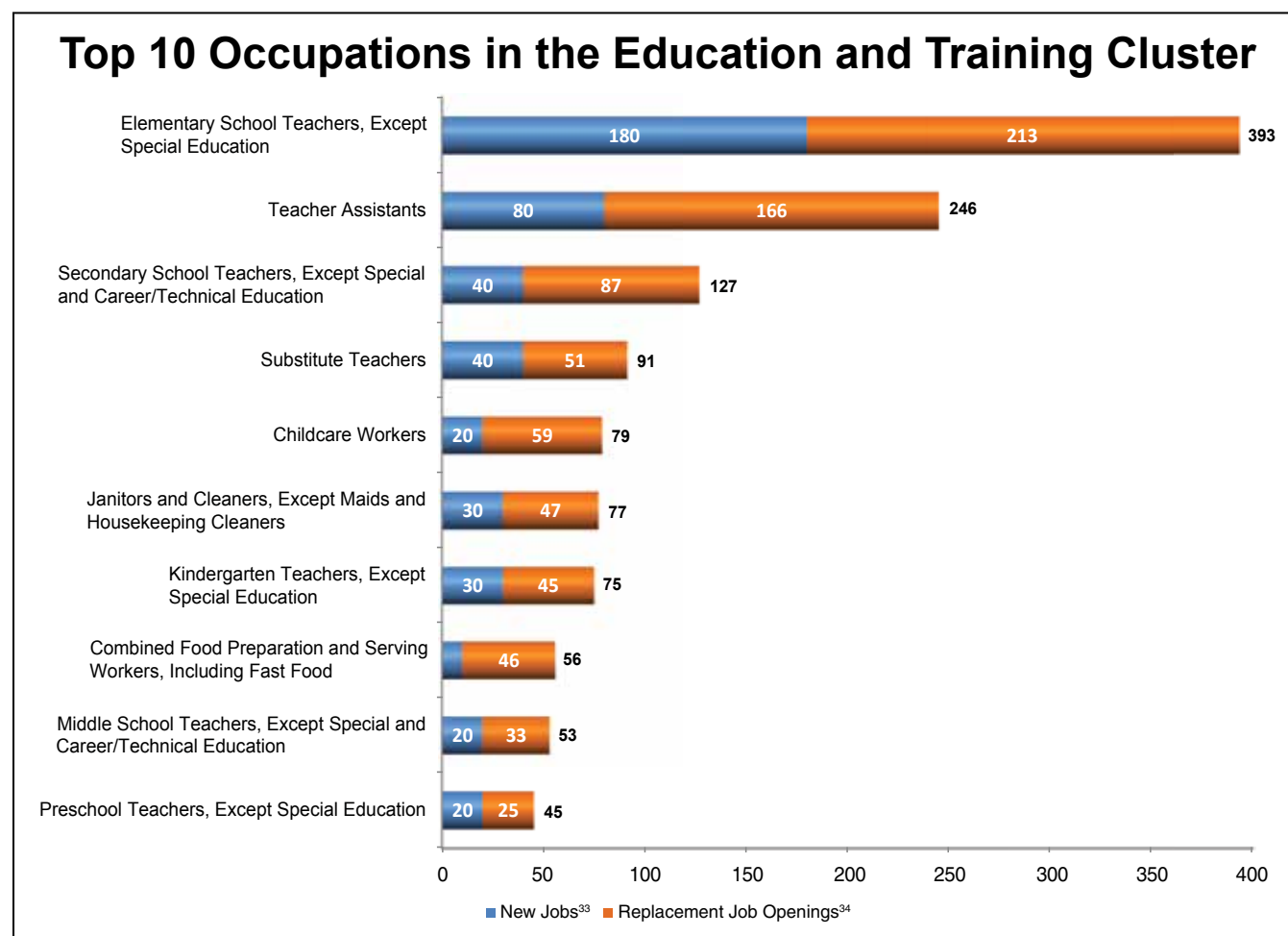
April 2015

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 Imperial County Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than half of the 2,125 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, social perceptiveness, and speaking.³²



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.

³² U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

³³ 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.

³⁴ Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

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

The table below further profiles the Imperial County 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 ³⁵ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ³⁶	HWOL Job Ads ³⁷ (120 days)
Elementary School Teachers, Except Special Education	393	N/A	\$68,314	Bachelor's degree	28
Teacher Assistants	246	N/A	\$28,436	Some college, no degree	46
Secondary School Teachers, Except Special and Career/ Technical Education	127	N/A	\$68,287	Bachelor's degree	36
Substitute Teachers	91	\$17.50	\$36,407	N/A	0
Childcare Workers	79	\$10.41	\$21,640	High school diploma or equivalent	7
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	77	\$11.61	\$24,151	Less than high school	29
Kindergarten Teachers, Except Special Education	75	N/A	\$67,719	Bachelor's degree	3
Combined Food Preparation and Serving Workers, Including Fast Food	56	\$9.30	\$19,333	Less than high school	14
Middle School Teachers, Except Special and Career/ Technical Education	53	N/A	\$65,864	Bachelor's degree	10
Preschool Teachers, Except Special Education	45	\$14.19	\$29,508	Associate's degree	14

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 April 7, 2015.

³⁵ Total job openings are the sum of new jobs and replacement job openings.

³⁶ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

³⁷ 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 Imperial County 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 ³⁸ (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	393	N/A	\$68,314	28
Secondary School Teachers, Except Special and Career/Technical Education	127	N/A	\$68,287	36
Kindergarten Teachers, Except Special Education	75	N/A	\$67,719	3
Middle School Teachers, Except Special and Career/Technical Education	53	N/A	\$65,864	10
Education Administrators, Elementary and Secondary School	39	N/A	\$104,292	10
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Teacher Assistants	246	N/A	\$28,436	46
Preschool Teachers, Except Special Education	45	\$14.19	\$29,508	14
Computer User Support Specialists	18	\$24.02	\$49,946	26
Library Technicians	15	\$17.32	\$36,018	1
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	3	\$21.51	\$44,747	5
Childcare Workers	79	\$10.41	\$21,640	7
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	77	\$11.61	\$24,151	29
Combined Food Preparation and Serving Workers, Including Fast Food	56	\$9.30	\$19,333	14
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	42	\$16.14	\$33,579	22
Office Clerks, General	33	\$14.19	\$29,522	30

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 April 7, 2015.

³⁸ Total job openings are the sum of new jobs and replacement job openings.

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. 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	Equipment Maintenance	Installation	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Monitoring	Persuasion	Quality Control Analysis	Reading Comprehension	Repairing	Service Orientation	Social Perceptiveness	Speaking	Time Management
Requires a Bachelor's Degree or Higher																			
Elementary School Teachers, Except Special Education		●	●	●				●	●		●			●			●	●	●
Secondary School Teachers, Except Special and Career/Technical Education		●		●			●	●	●		●			●			●	●	●
Kindergarten Teachers, Except Special Education	●	●		●				●	●		●			●			●	●	●
Middle School Teachers, Except Special and Career/Technical Education	●	●		●			●		●		●			●			●	●	●
Education Administrators, Elementary and Secondary School	●	●		●				●	●	●	●			●				●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																			
Teacher Assistants		●	●	●			●		●		●			●			●	●	●
Preschool Teachers, Except Special Education		●	●	●					●		●			●		●	●	●	●
Computer User Support Specialists	●	●	●	●			●				●			●		●		●	●
Library Technicians	●	●	●	●			●				●			●		●		●	●
Heating, Air Conditioning, and Refrigeration Mechanics and Installers ³⁹		●	●	●	●	●							●	●	●			●	●
Requires a High School Diploma or Equivalent or Less																			
Childcare Workers	●	●	●	●				●	●		●					●	●	●	●
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	●	●	●	●				●						●		●	●	●	●
Combined Food Preparation and Serving Workers, Including Fast Food		●	●	●			●		●			●		●		●	●	●	●
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	●	●		●							●			●		●	●	●	●
Office Clerks, General		●	●	●							●			●		●	●	●	●

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

³⁹ Skills represent Heating and Air Conditioning Mechanics and Installers, a specialty occupation of Heating, Air Conditioning, and Refrigeration Mechanics and Installers

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																			
	Analyzing Data or Information	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 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
Requires a Bachelor's Degree or Higher																				
Elementary School Teachers, Except Special Education			●	●				●		●								●	●	
Secondary School Teachers, Except Special and Career/Technical Education			●	●						●				●				●	●	
Kindergarten Teachers, Except Special Education			●	●		●	●			●								●	●	●
Middle School Teachers, Except Special and Career/Technical Education			●	●		●	●			●							●	●		●
Education Administrators, Elementary and Secondary School			●	●		●				●		●						●		
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Teacher Assistants		●	●	●						●	●							●	●	●
Preschool Teachers, Except Special Education		●		●						●								●	●	●
Computer User Support Specialists			●							●	●		●				●	●		●
Library Technicians			●						●	●	●		●	●				●		●
Heating, Air Conditioning, and Refrigeration Mechanics and Installers ⁴⁰	●			●									●	●			●	●		●
Requires a High School Diploma or Equivalent or Less																				
Childcare Workers		●	●							●			●				●	●	●	
Janitors and Cleaners, Except Maids and Housekeeping Cleaners			●	●						●			●		●			●	●	
Combined Food Preparation and Serving Workers, Including Fast Food			●	●		●				●	●		●	●				●		●
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive			●							●	●			●			●	●	●	●
Office Clerks, General	●		●							●	●	●				●		●		●

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

⁴⁰ Work Activities represent Heating and Air Conditioning Mechanics and Installers, a specialty occupation of Heating, Air Conditioning, and Refrigeration Mechanics and Installers.

Related Occupations for the Education and Training Cluster

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

Education and Training Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Elementary School Teachers, Except Special Education	<ul style="list-style-type: none"> • Preschool Teachers, Except Special Education • Middle School Teachers, Except Special and Career/Technical Education • Secondary School Teachers, Except Special and Career/Technical Education
Secondary School Teachers, Except Special and Career/Technical Education	<ul style="list-style-type: none"> • Elementary School Teachers, Except Special Education • Middle School Teachers, Except Special and Career/Technical Education • Career/Technical Education Teachers, Middle School
Kindergarten Teachers, Except Special Education	<ul style="list-style-type: none"> • Elementary School Teachers, Except Special Education • Secondary School Teachers, Except Special and Career/Technical 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 • Secondary School Teachers, Except Special and Career/Technical Education • Kindergarten Teachers, Except Special Education
Education Administrators, Elementary and Secondary School	<ul style="list-style-type: none"> • Instructional Coordinators • Education Administrators, Preschool and Childcare Center/Program • Education Administrators, Postsecondary
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Teacher Assistants	<ul style="list-style-type: none"> • Preschool Teachers, Except Special Education • Childcare Workers • Personal Care Aides
Preschool Teachers, Except Special Education	<ul style="list-style-type: none"> • Kindergarten Teachers, Except Special Education • Elementary School Teachers, Except Special Education • Middle School Teachers, Except Special and Career/Technical Education
Computer User Support Specialists	<ul style="list-style-type: none"> • Web Administrators • Computer Operators • Desktop Publishers
Library Technicians	<ul style="list-style-type: none"> • Teacher Assistants • Billing, Cost, and Rate Clerks • Bookkeeping, Accounting, and Auditing Clerks
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	<ul style="list-style-type: none"> • Refrigeration Mechanics and Installers • Maintenance and Repair Workers, General • Electricians
Requires a High School Diploma or Equivalent or Less	
Childcare Workers	<ul style="list-style-type: none"> • Home Health Aides • Occupational Therapy Aides • Physical Therapist Aides
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> • Maids and Housekeeping Cleaners • Landscaping and Groundskeeping Workers • Food Preparation Workers
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Cooks, Fast Food • Counter Attendants, Cafeteria, Food Concession, and Coffee Shop • Waiters and Waitresses
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	<ul style="list-style-type: none"> • Office Clerks, General • Receptionists and Information Clerks • Executive Secretaries and Executive Administrative Assistants
Office Clerks, General	<ul style="list-style-type: none"> • Receptionists and Information Clerks • Secretaries and Administrative Assistants, Except Legal, Medical, and Executive • 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 Imperial County Economic Sub-Market employers in the Education and Training cluster who posted the most job advertisements during the 120-day period ending April 7, 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 ⁴¹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Calexico Unified School	63	87	-24	-27.6%
El Centro Elementary	43	15	28	186.7%
Imperial County Office Of Education	32	0	32	—
Central Union High	25	18	7	38.9%
San Pasqual Valley	14	10	4	40.0%
Imperial Valley College	10	6	4	66.7%
Holtville Unified School	9	11	-2	-18.2%
Brawley Elementary	8	10	-2	-20.0%
Imperial Unified School	6	7	-1	-14.3%
Imperial Valley Regional Occupational Program	4	0	4	—
Heber Elementary	4	0	4	—
A-Plus Educational	4	31	-27	-87.1%
Westmorland Union	3	0	3	—
Seeley Union Elementary	2	0	2	—
University Of California	1	0	1	—
The Family Treehouse	1	0	1	—
University Of Phoenix	1	15	-14	-93.3%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending April 7, 2015.

⁴¹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Education and Training Cluster Occupations

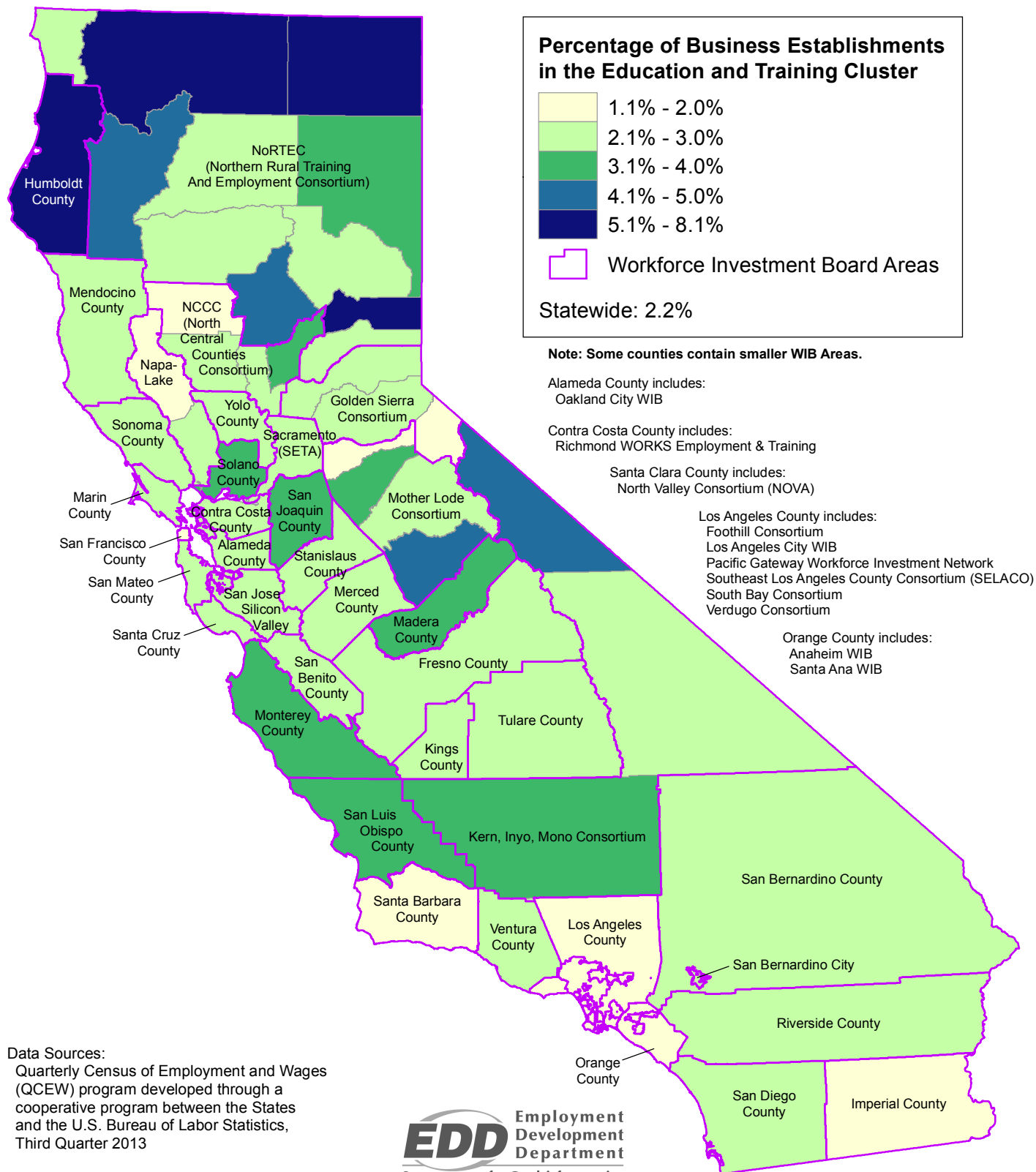
The table below provides examples of instructional programs related to some of the top occupations in the Education and Training cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the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

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
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		
Library Technicians	25.0301	Library and Archives Assisting	160200	Library Technician (Aide)
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	15.0501	Heating, Ventilation, Air Conditioning and Refrigeration Engineering Technology/Technician	094600	Environmental Control Technology
	47.0201	Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician		
Childcare Workers	19.0709	Child Care Provider/Assistant	130500	Child Development/Early Care and Education
			130540	Preschool Age Child
			130550	The School Age Child
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	52.0401	Administrative Assistant and Secretarial Science, General	051400	Office Technology/Office Computer Applications
	52.0402	Executive Assistant/Executive Secretary		
Office Clerks, General	52.0408	General Office Occupations and Clerical Services	N/A	N/A

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](http://www.nces.ed.gov/ipeds) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 7th Edition (2010), www.cccco.edu.

California Education and Training Cluster

Percentage of Total County Establishments, 2013



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

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

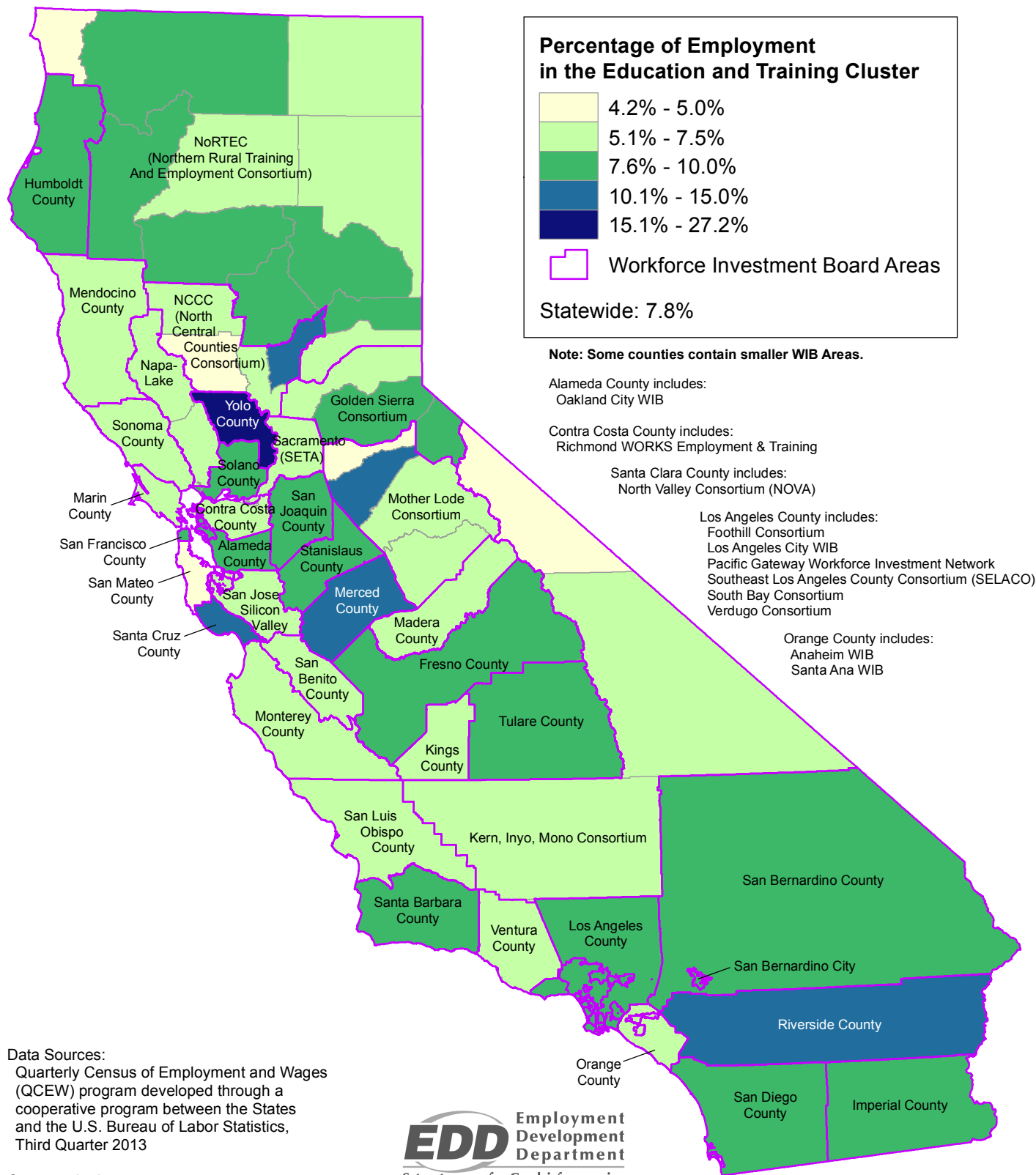
EDD Employment Development Department
State of California

LaborMarketInfo

File T036

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

EDD Employment Development Department
State of California

LaborMarketInfo

File T036