

Regional Economic Analysis Profile

Northern Economic Sub-Market

Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou,
Tehama, and Trinity Counties

June 2015



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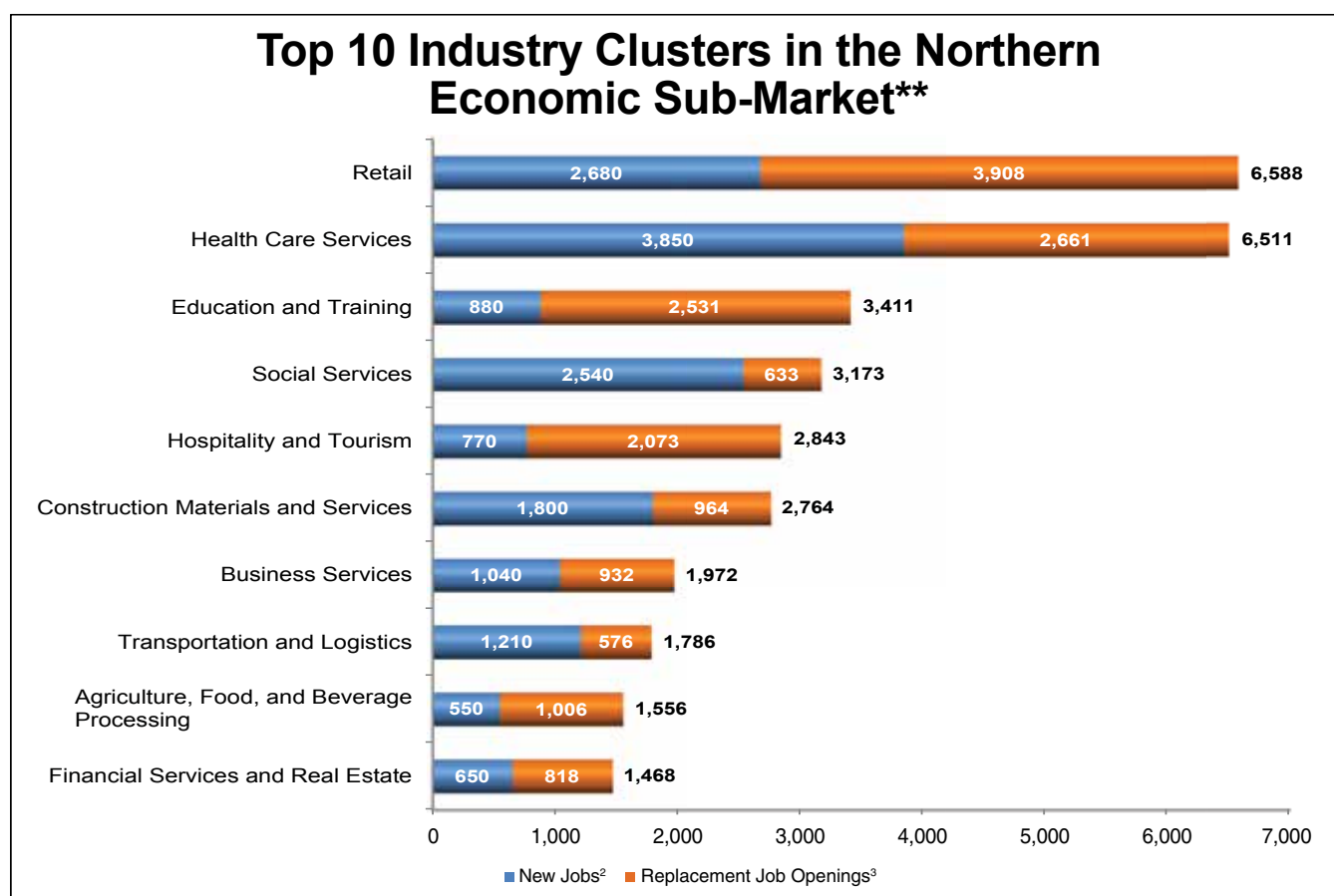
SUMMARY OF THE NORTHERN ECONOMIC SUB-MARKET INDUSTRY CLUSTERS

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 **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. During 2013-2014,* this cluster employed almost 13,000 workers, or 13.9 percent of the economic sub-market's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

- Other General Merchandise Stores
- Grocery Stores
- Building Material and Supplies Dealers
- Department Stores
- Automobile Parts, Accessories, and Tire Stores

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 almost 14,000 people in the economic sub-market during 2013-2014,* accounting for 15 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
- Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
- Nursing Care Facilities (Skilled Nursing Facilities)
- Offices of Other Health Practitioners

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 nearly 11,000 people in the economic sub-market, accounting for 11.8 percent of the workforce. Top industries within this cluster include:

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

The **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 more than 6,000 people accounting for 6.7 percent of the economic sub-market's workforce in 2013-2014.* Industries include:

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

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 more than 11,000 workers, or 12.3 percent of the economic sub-market's employment. Industries within this cluster with the most projected job openings include:

- Restaurants and Other Eating Places
- Traveler Accommodation
- Other Amusement and Recreation Industries
- Museums, Historical Sites, and Similar Institutions
- RV (Recreational Vehicle) Parks and Recreational Camps

* 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 **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,* more than 5,000 workers made up the cluster's employment, representing 5.9 percent of the economic sub-market's total workforce. Industries showing the highest projected job openings include:

- Building Equipment Contractors
- Building Finishing Contractors
- Sawmills and Wood Preservation
- Other Specialty Trade Contractors
- Highway, Street, and Bridge Construction

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 4,000 people during 2013-2014,* or 4.9 percent of the economic sub-market's workforce. Top industries in this cluster include:

- Employment Services
- Services to Buildings and Dwellings
- Management of Companies and Enterprises
- Investigation and Security Services
- Office Administrative Services

The **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 3,000 workers were employed in this cluster, making up 3.3 percent of the economic sub-market's workforce population. Industries showing the highest projected job openings include:

- Warehousing and Storage
- General Freight Trucking
- Specialized Freight Trucking
- Rail Transportation
- Other Transit and Ground Passenger Transportation

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 almost 5,000 people during 2013-2014,* or 5 percent of the economic sub-market's workforce. Top industries in this cluster include:

- Fruit and Tree Nut Farming
- Greenhouse, Nursery, and Floriculture Production
- Support Activities for Crop Production
- Other Crop Farming
- Beverage Manufacturing

The **Financial Services and Real Estate** industry cluster includes commercial banks, savings institutions, credit unions, credit card companies, insurance firms, and real estate appraisers or property management companies. In total, the cluster employed more than 3,000 people, which accounted for 3.5 percent of the economic sub-market's workforce in 2013-2014.* Industries showing the highest projected job openings include:

- Depository Credit Intermediation
- Insurance Carriers
- Lessors of Real Estate
- Agencies, Brokerages, and Other Insurance Related Activities
- Activities Related to 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 Northern Economic Sub-Market.**

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

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

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 Service

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

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

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INDUSTRY CLUSTER DEFINITIONS

Construction Materials and Services (Continued)

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

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

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
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

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

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
5251	Related Activities 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: Retail Cluster

Northern Economic Sub-Market

Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou,
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June 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 Northern Economic Sub-Market's** new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 6,588 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, 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 Retail Cluster

The table below further profiles the Northern 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 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)
Cashiers	1,831	\$9.97	\$20,731	Less than high school	123
Retail Salespersons	1,677	\$10.66	\$22,163	Less than high school	261
First-Line Supervisors of Retail Sales Workers	478	\$16.40	\$34,118	High school diploma or equivalent	230
Stock Clerks and Order Fillers	433	\$10.81	\$22,486	Less than high school	94
Parts Salespersons	171	\$14.14	\$29,401	Less than high school	25
Automotive Service Technicians and Mechanics	133	\$18.87	\$39,259	High school diploma or equivalent	93
Combined Food Preparation and Serving Workers, Including Fast Food	123	\$9.40	\$19,562	Less than high school	114
Tire Repairers and Changers	122	\$13.53	\$28,141	High school diploma or equivalent	15
General and Operations Managers	110	\$36.31	\$75,513	Bachelor's degree	36
Laborers and Freight, Stock, and Material Movers, Hand	103	\$14.51	\$30,174	Less than high school	91

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 21, 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 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 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				
General and Operations Managers	110	\$36.31	\$75,513	36
Pharmacists	46	\$64.71	\$134,601	75
Sales Managers	34	\$34.37	\$71,500	23
Loan Officers	12	\$32.75	\$68,123	49
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	10	\$32.36	\$67,321	48
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Hairdressers, Hairstylists, and Cosmetologists	12	\$11.15	\$23,178	70
Registered Nurses	10	\$39.11	\$81,341	733
Computer, Automated Teller, and Office Machine Repairers	6	\$16.75	\$34,846	6
First-Line Supervisors of Production and Operating Workers	3	\$25.56	\$53,163	43
Medical Equipment Repairers	3	\$18.13	\$37,717	5
Requires a High School Diploma or Equivalent or Less				
Cashiers	1,831	\$9.97	\$20,731	123
Retail Salespersons	1,677	\$10.66	\$22,163	261
First-Line Supervisors of Retail Sales Workers	478	\$16.40	\$34,118	230
Stock Clerks and Order Fillers	433	\$10.81	\$22,486	94
Parts Salespersons	171	\$14.14	\$29,401	25

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 21, 2015.

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

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

Occupations	Skills																			
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instructing	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	Science
Requires a Bachelor's Degree or Higher																				
General and Operations Managers	•	•		•	•					•	•						•			•
Pharmacists	•	•			•		•				•						•		•	•
Sales Managers				•	•			•		•	•				•				•	•
Loan Officers	•	•	•		•			•			•						•		•	•
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	•	•		•	•								•		•		•		•	•
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Hairdressers, Hairstylists, and Cosmetologists	•	•			•	•		•			•				•				•	•
Registered Nurses	•	•		•	•			•			•						•		•	•
Computer, Automated Teller, and Office Machine Repairers	•	•			•						•			•	•		•	•		•
First-Line Supervisors of Production and Operating Workers		•		•	•					•	•						•		•	•
Medical Equipment Repairers	•				•	•					•	•			•	•	•	•		•
Requires a High School Diploma or Equivalent or Less																				
Cashiers		•		•	•						•						•		•	•
Retail Salespersons		•			•						•	•			•		•		•	•
First-Line Supervisors of Retail Sales Workers					•	•			•		•	•			•	•			•	•
Stock Clerks and Order Fillers ¹¹	•	•	•	•	•						•						•		•	•
Parts Salespersons	•	•			•		•					•			•	•		•	•	•

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

¹¹ Skills represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

Work Activities in the Retail Cluster

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

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	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	Interacting With Computers	Judging the Qualities of Things, Services, or People	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Organizing, Planning, and Prioritizing Work	Performing 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																																				
General and Operations Managers				●	●		●	●								●		●	●								●	●		●						
Pharmacists	●	●						●	●				●					●		●	●		●										●			
Sales Managers			●	●	●		●	●			●						●			●							●		●							
Loan Officers				●				●		●							●			●	●		●	●										●		
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products				●	●			●		●							●			●				●				●		●				●		
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																				
Hairdressers, Hairstylists, and Cosmetologists		●		●				●		●		●								●	●			●								●		●		
Registered Nurses		●		●			●		●			●					●	●		●			●											●		
Computer, Automated Teller, and Office Machine Repairers				●			●						●		●		●			●					●	●					●		●		●	
First-Line Supervisors of Production and Operating Workers			●	●	●	●	●				●	●											●				●	●								
Medical Equipment Repairers									●			●	●	●			●	●		●					●	●									●	
Requires a High School Diploma or Equivalent or Less																																				
Cashiers				●	●			●		●		●					●				●	●					●		●							
Retail Salespersons				●	●			●			●						●			●	●											●	●		●	
First-Line Supervisors of Retail Sales Workers			●	●			●		●		●						●			●	●						●	●								
Stock Clerks and Order Fillers ¹²				●	●		●				●	●								●	●	●											●	●		
Parts Salespersons				●			●		●		●	●				●	●			●											●					

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

¹² Work Activities represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

Related Occupations for the Retail Cluster

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

Retail Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
General and Operations Managers	<ul style="list-style-type: none"> Administrative Services Managers Storage and Distribution Managers Logistics Managers
Pharmacists	<ul style="list-style-type: none"> Medical Scientists, Except Epidemiologists Health Specialties Teachers, Postsecondary Nursing Instructors and Teachers, Postsecondary
Sales Managers	<ul style="list-style-type: none"> Marketing Managers Financial Managers, Branch or Department Logistics Managers
Loan Officers	<ul style="list-style-type: none"> Personal Financial Advisors Tax Preparers Insurance Sales Agents
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	<ul style="list-style-type: none"> Sales Managers Market Research Analysts and Marketing Specialists Sales Agents, Financial Services
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> Massage Therapists Skincare Specialists Dental Assistants
Registered Nurses	<ul style="list-style-type: none"> Cardiovascular Technologists and Technicians Emergency Medical Technicians and Paramedics Licensed Practical and Licensed Vocational Nurses
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> Computer User Support Specialists Electrical Engineering Technicians Electronic Home Entertainment Equipment Installers and Repairers
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> First-Line Supervisors of Logging Workers First-Line Supervisors of Construction Trades and Extraction Workers First-Line Supervisors of Mechanics, Installers, and Repairers
Medical Equipment Repairers	<ul style="list-style-type: none"> Manufacturing Production Technicians Telecommunications Equipment Installers and Repairers, Except Line Installers Electrical and Electronics Repairers, Commercial and Industrial Equipment
Requires a High School Diploma or Equivalent or Less	
Cashiers	<ul style="list-style-type: none"> Combined Food Preparation and Serving Workers, Including Fast Food Waiters and Waitresses Stock Clerks, Sales Floor
Retail Salespersons	<ul style="list-style-type: none"> Bartenders Counter and Rental Clerks Tellers
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> First-Line Supervisors of Food Preparation and Serving Workers Gaming Supervisors Hotel, Motel, and Resort Desk Clerks
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> Counter Attendants, Cafeteria, Food Concession, and Coffee Shop Food Servers, Nonrestaurant Cashiers
Parts Salespersons	<ul style="list-style-type: none"> Gaming Change Persons and Booth Cashiers Tellers Receptionists and Information Clerks

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 Northern Economic Sub-Market** employers in the Retail cluster who posted the most job advertisements during the 120-day period ending May 21, 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 ¹³ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Safeway Companies	55	10	45	450.0%
Macy's	46	27	19	70.4%
Rite Aid	32	23	9	39.1%
Home Depot	22	8	14	175.0%
Lithia Motors, Inc.	20	2	18	900.0%
Dollar Tree Stores, Inc.	17	0	17	—
Owens Healthcare	16	14	2	14.3%
Lowe's	15	16	-1	-6.3%
Sears Holdings Corporation	14	38	-24	-63.2%
JCPenney	11	2	9	450.0%
Love's Travel Stops	8	1	7	700.0%
Dick's Sporting Goods, Inc.	7	9	-2	-22.2%
Office Depot	6	4	2	50.0%
Staples	6	3	3	100.0%
Walmart	6	19	-13	-68.4%
WinCo Foods	5	4	1	25.0%
Shopko	5	7	-2	-28.6%
Party City Corporation	5	11	-6	-54.5%
Jo-Ann Fabric and Craft	5	0	5	—
The Wet Seal, Inc.	4	0	4	—

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending May 21, 2015.

¹³ Totals do not include employers with anonymous job advertisements.

** This Economic Sub-Market includes Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties.

Instructional Programs for the Top Retail Cluster Occupations

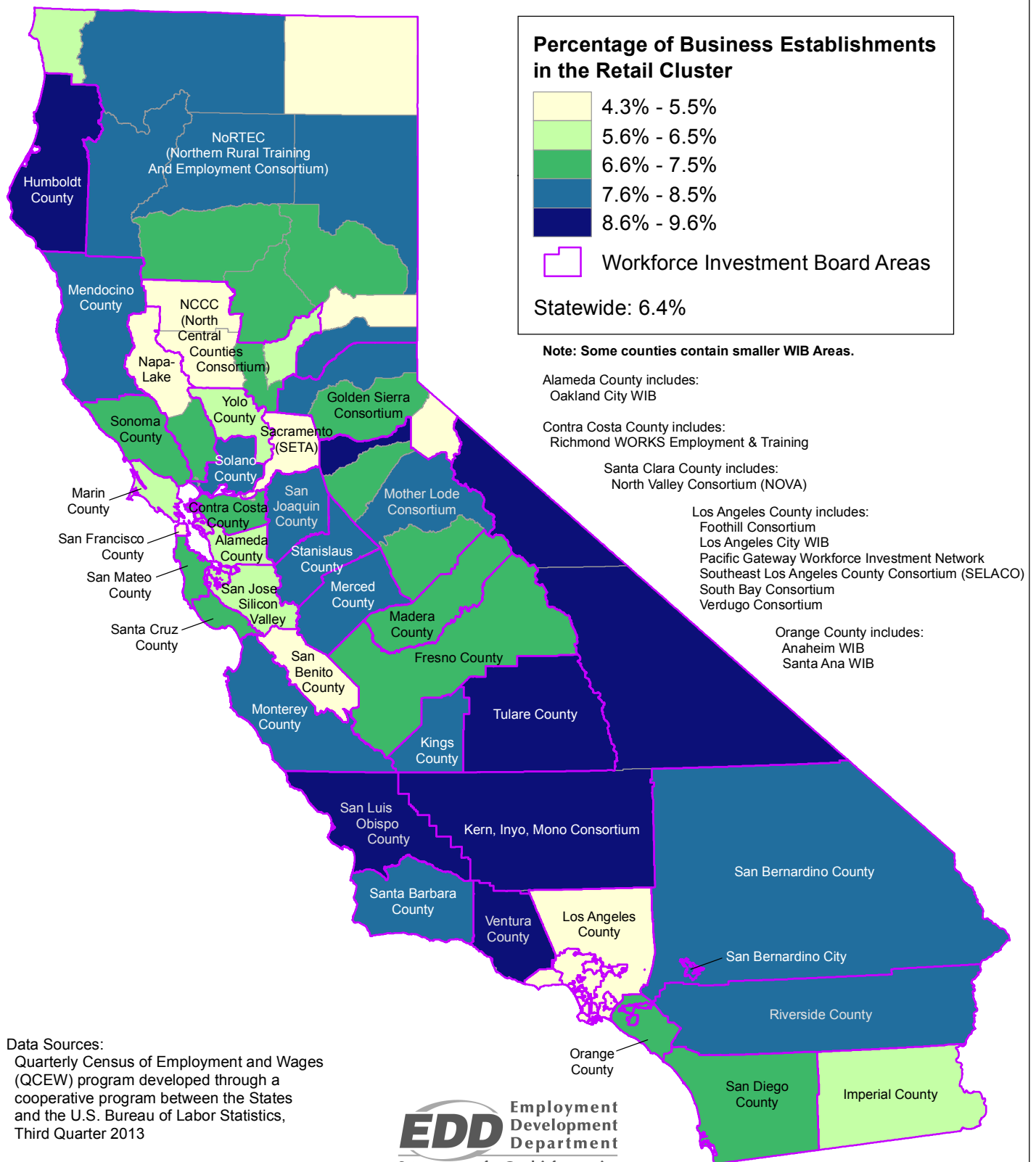
The table below provides examples of instructional programs related to some of the top occupations in the Retail cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Retail cluster. 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
Hairdressers, Hairstylists, and Cosmetologists	12.0401	Cosmetology/Cosmetologist, General	300700	Cosmetology and Barbering
	12.0407	Hair Styling/Stylist and Hair Design		
	12.0412	Salon/Beauty Salon Management/Manager		
Registered Nurses	51.3801	Registered Nursing/Registered Nurse	123000	Nursing Registered
	51.3802	Nursing Administration	123010	Nursing
	51.3813	Clinical Nurse Specialist		
Computer, Automated Teller, and Office Machine Repairers	47.0102	Business Machine Repair	093410	Computer Electronics
	47.0104	Computer Installation and Repair Technology/Technician		
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Medical Equipment Repairers	15.0401	Biomedical Technology/Technician	043000	Biotechnology and Biomedical Technology
			093460	Biomedical Instrumentation
First-Line Supervisors of Retail Sales Workers	19.0203	Consumer Merchandising/Retailing Management	050650	Retail Store Operations and Management
	52.0212	Retail Management	050940	Sales and Salesmanship
	52.1803	Retailing and Retail Operations	050970	E-Commerce (business emphasis)
Parts Salespersons	52.1804	Selling Skills and Sales Operations	050940	Sales and Salesmanship
	52.1907	Vehicle and Vehicle Parts and Accessories Marketing Operations		

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

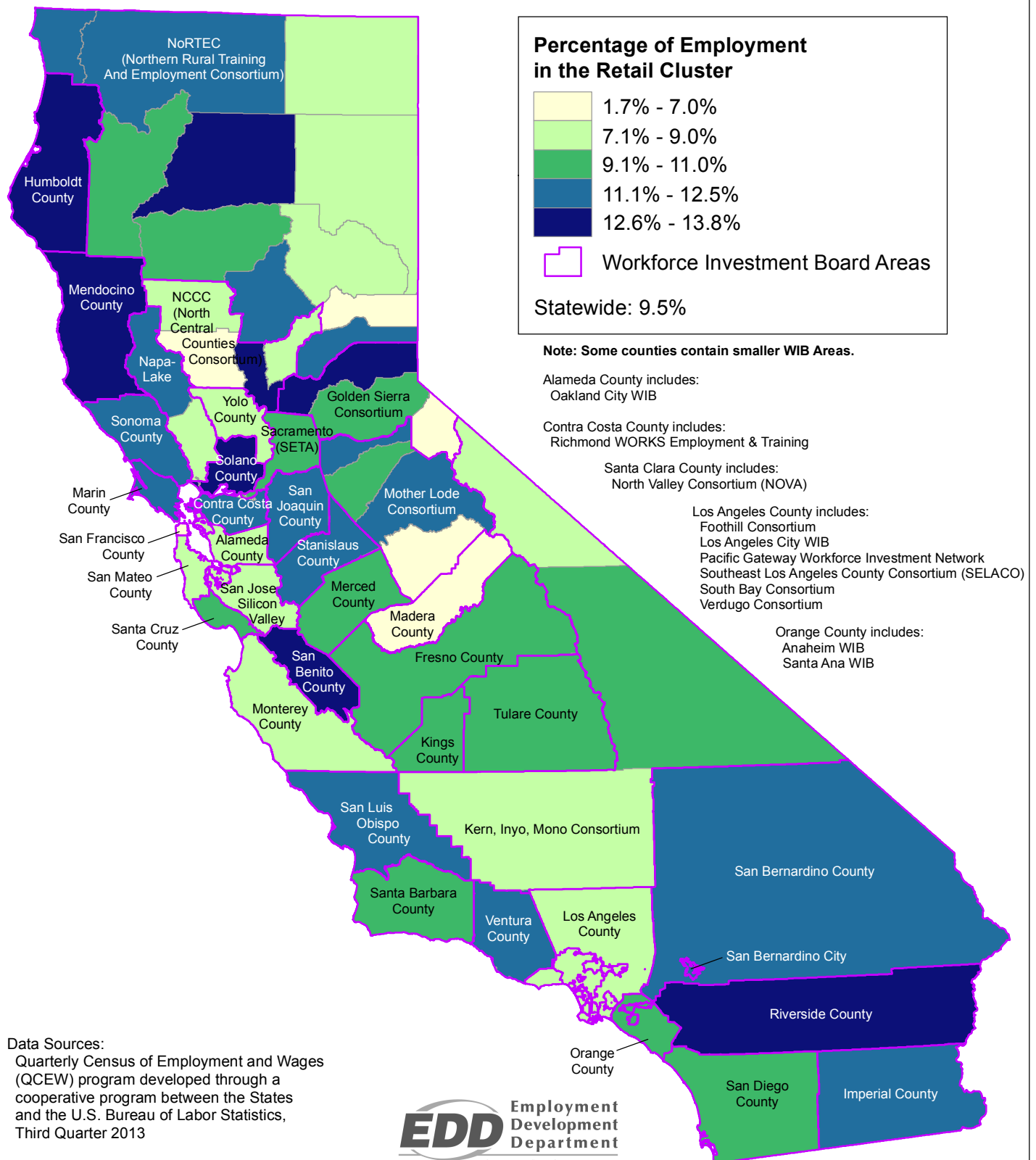
EDD Employment Development Department
State of California

LaborMarketInfo

File T036

California Retail Cluster

Percentage of Total County Employment, 2013



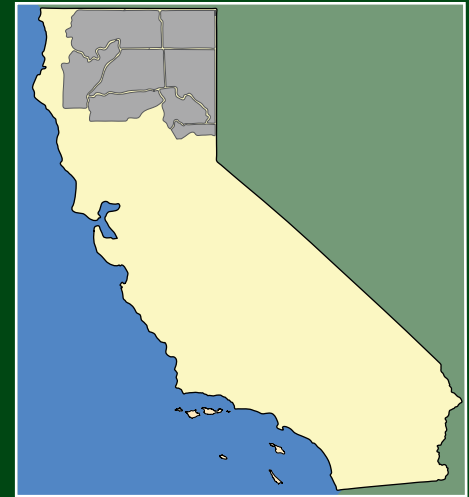
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

Cartography by:
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July 2014

EDD Employment Development Department
State of California

LaborMarketInfo

File T036



Occupational Analysis: Health Care Services Cluster

Northern Economic Sub-Market

Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou,
Tehama, and Trinity Counties

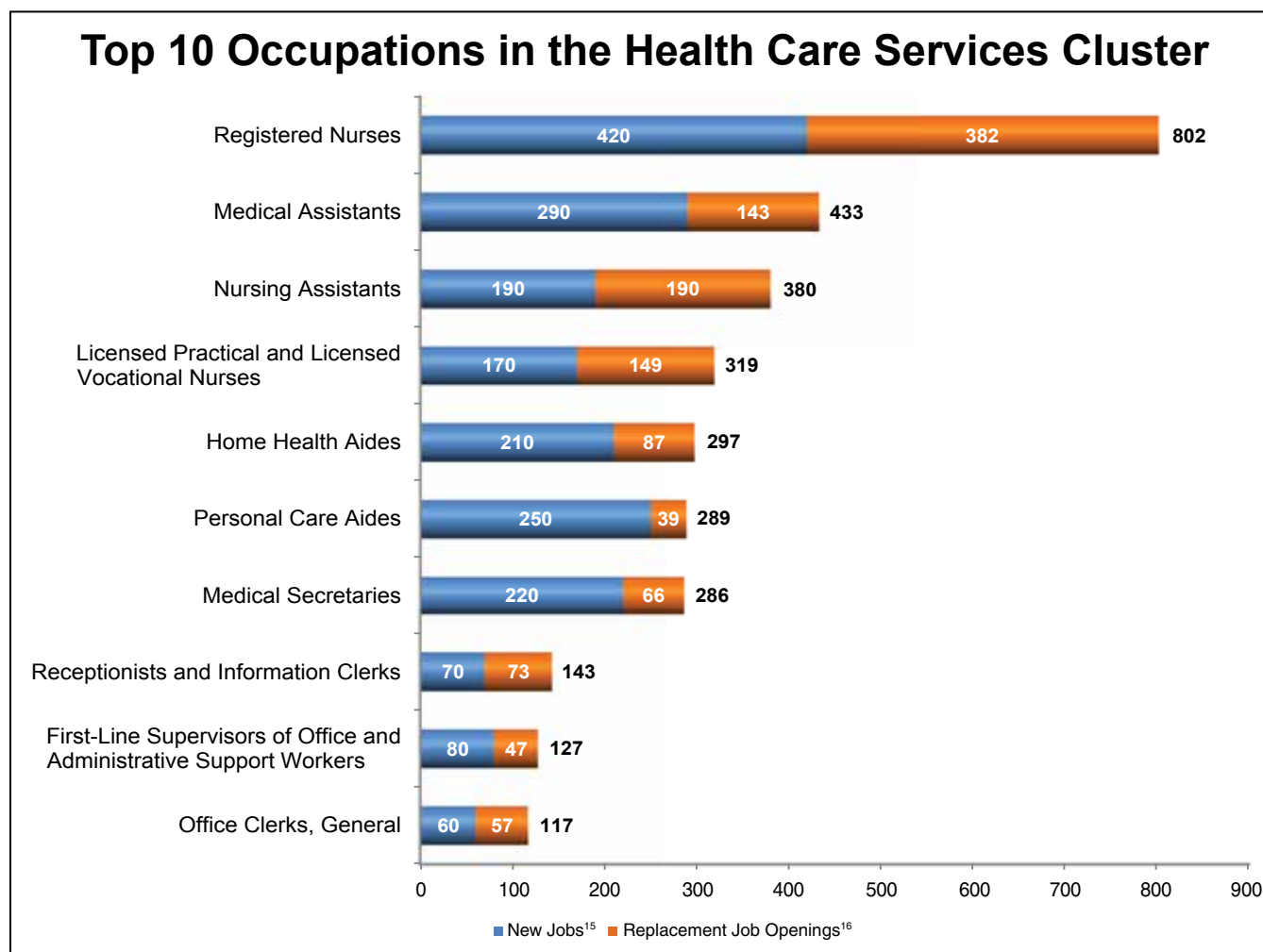
June 2015

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 almost half of the 6,511 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, reading comprehension, social perceptiveness, and speaking.¹⁴



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.

¹⁴ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

¹⁵ 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.

¹⁶ 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 Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties.

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 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 ¹⁷ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ¹⁸	HWOL Job Ads ¹⁹ (120 days)
Registered Nurses	802	\$39.11	\$81,341	Associate's degree	733
Medical Assistants	433	\$14.29	\$29,712	Postsecondary non-degree award	133
Nursing Assistants	380	\$13.67	\$28,426	Postsecondary non-degree award	80
Licensed Practical and Licensed Vocational Nurses	319	\$22.76	\$47,338	Postsecondary non-degree award	116
Home Health Aides	297	\$10.47	\$21,782	Less than high school	90
Personal Care Aides	289	\$9.83	\$20,447	Less than high school	203
Medical Secretaries	286	\$15.10	\$31,412	High school diploma or equivalent	168
Receptionists and Information Clerks	143	\$12.46	\$25,908	High school diploma or equivalent	236
First-Line Supervisors of Office and Administrative Support Workers	127	\$21.91	\$45,570	High school diploma or equivalent	230
Office Clerks, General	117	\$13.25	\$27,548	High school diploma or equivalent	232

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 21, 2015.

¹⁷ Total job openings are the sum of new jobs and replacement job openings.

¹⁸ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

¹⁹ 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 Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties.

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 ²⁰ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
Medical and Health Services Managers	86	\$45.38	\$94,382	118
Physical Therapists	82	\$41.95	\$87,246	284
General and Operations Managers	71	\$36.31	\$75,513	36
Nurse Practitioners	61	\$45.88	\$95,438	22
Family and General Practitioners	48	\$73.65	\$153,196	25
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	802	\$39.11	\$81,341	733
Medical Assistants	433	\$14.29	\$29,712	133
Nursing Assistants	380	\$13.67	\$28,426	80
Licensed Practical and Licensed Vocational Nurses	319	\$22.76	\$47,338	116
Emergency Medical Technicians and Paramedics	111	\$15.02	\$31,250	15
Requires a High School Diploma or Equivalent or Less				
Home Health Aides	297	\$10.47	\$21,782	90
Personal Care Aides	289	\$9.83	\$20,447	203
Medical Secretaries	286	\$15.10	\$31,412	168
Receptionists and Information Clerks	143	\$12.46	\$25,908	236
First-Line Supervisors of Office and Administrative Support Workers	127	\$21.91	\$45,570	230

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 21, 2015.

²⁰ Total job openings are the sum of new jobs and replacement job openings.

** This Economic Sub-Market includes Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties.

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 social perceptiveness 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	Science	Service Orientation	Social Perceptiveness	Speaking	Time Management
Requires a Bachelor's Degree or Higher																	
Medical and Health Services Managers		●		●	●		●			●	●	●			●	●	●
Physical Therapists		●		●	●		●			●		●		●	●	●	●
General and Operations Managers	●	●		●	●				●	●		●			●	●	●
Nurse Practitioners	●	●			●	●	●			●		●	●		●		●
Family and General Practitioners	●	●	●		●		●					●	●		●	●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																	
Registered Nurses	●	●		●	●			●		●		●		●	●	●	
Medical Assistants	●	●		●	●					●		●		●	●	●	●
Nursing Assistants	●	●		●	●					●		●		●	●	●	●
Licensed Practical and Licensed Vocational Nurses		●		●	●					●		●		●	●	●	●
Emergency Medical Technicians and Paramedics	●	●		●	●		●			●		●		●	●	●	
Requires a High School Diploma or Equivalent or Less																	
Home Health Aides	●	●		●	●			●		●		●		●	●	●	
Personal Care Aides	●	●		●	●					●		●		●	●	●	●
Medical Secretaries		●		●	●					●		●		●	●	●	●
Receptionists and Information Clerks		●	●	●	●							●		●	●	●	●
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 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; making decisions and solving problems; organizing, planning, and prioritizing work; and updating and using relevant .

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	Coordinating the Work and Activities of Others	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	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
Requires a Bachelor's Degree or Higher																				
Medical and Health Services Managers			•	•	•		•		•			•	•	•	•				•	•
Physical Therapists	•						•	•			•	•	•	•				•		•
General and Operations Managers				•	•	•		•					•		•	•			•	•
Nurse Practitioners	•	•					•	•	•			•	•	•		•		•		•
Family and General Practitioners	•	•					•	•	•			•	•	•				•		•
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Registered Nurses	•			•			•	•				•	•	•		•		•		•
Medical Assistants	•			•			•	•	•			•		•		•		•		•
Nursing Assistants	•			•			•	•			•	•	•	•		•		•		
Licensed Practical and Licensed Vocational Nurses	•			•			•	•			•	•	•	•		•				•
Emergency Medical Technicians and Paramedics	•						•	•			•	•	•				•	•		•
Requires a High School Diploma or Equivalent or Less																				
Home Health Aides	•			•			•	•			•	•		•		•		•		•
Personal Care Aides	•			•			•	•			•	•	•	•		•		•		
Medical Secretaries	•		•	•			•	•				•	•			•		•		•
Receptionists and Information Clerks	•						•	•	•			•		•		•	•	•		•
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 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	
Medical and Health Services Managers	<ul style="list-style-type: none"> • Management Analysts • Education Administrators, Postsecondary • Social and Community Service Managers
Physical Therapists	<ul style="list-style-type: none"> • Health Specialties Teachers, Postsecondary • Nursing Instructors and Teachers, Postsecondary • Occupational Therapists
General and Operations Managers	<ul style="list-style-type: none"> • Administrative Services Managers • First-Line Supervisors of Office and Administrative Support Workers • Logistics Managers
Nurse Practitioners	<ul style="list-style-type: none"> • Clinical Nurse Specialists • Occupational Therapists • Physician Assistants
Family and General Practitioners	<ul style="list-style-type: none"> • Hospitalists • Nurse Midwives • Physician Assistants
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Registered Nurses	<ul style="list-style-type: none"> • Emergency Medical Technicians and Paramedics • Cardiovascular Technologists and Technicians • Licensed Practical and Licensed Vocational Nurses
Medical Assistants	<ul style="list-style-type: none"> • Dental Assistants • Pharmacy Technicians • Physical Therapist Assistants
Nursing Assistants	<ul style="list-style-type: none"> • N/A
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> • Social and Human Service Assistants • Medical Assistants • Occupational Therapy Assistants
Emergency Medical Technicians and Paramedics	<ul style="list-style-type: none"> • Municipal Firefighters • Police Patrol Officers • Registered Nurses
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"> • Bill and Account Collectors • Medical Records and Health Information Technicians • Receptionists and Information Clerks
Receptionists and Information Clerks	<ul style="list-style-type: none"> • Hotel, Motel, and Resort Desk Clerks • Customer Service Representatives • Office Clerks, General
First-Line Supervisors of Office and Administrative Support Workers	<ul style="list-style-type: none"> • First-Line Supervisors of Non-Retail Sales Workers • First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators • 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 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 21, 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 ²¹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Dignity Health	267	202	65	32.2%
Mercy Medical Center	102	82	20	24.4%
St. Elizabeth Community Hospital	43	28	15	53.6%
Banner Health	37	66	-29	-43.9%
Onward Healthcare	21	33	-12	-36.4%
Aureus Medical	16	0	16	—
Shasta Community Health Center	14	20	-6	-30.0%
American Mobile Healthcare	13	10	3	30.0%
Brookdale Senior Living	12	0	12	—
Accentcare	12	20	-8	-40.0%
Dialysis Clinic, Inc.	12	6	6	100.0%
Kindred Healthcare	11	6	5	83.3%
Tehama County Health Services Agency	10	0	10	—
Interim Healthcare	9	1	8	800.0%
Golden Living	8	4	4	100.0%
Western Dental	8	2	6	300.0%
VA Medical Center	7	0	7	—
Alphavista Services, Inc.	7	4	3	75.0%
Laboratory Corporation of America	7	5	2	40.0%
Inventiv Health, Inc.	6	2	4	200.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending May 21, 2015.

²¹ Totals do not include employers with anonymous job advertisements.

** This Economic Sub-Market includes Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties.

Instructional Programs for the Top Health Care Services Cluster Occupations

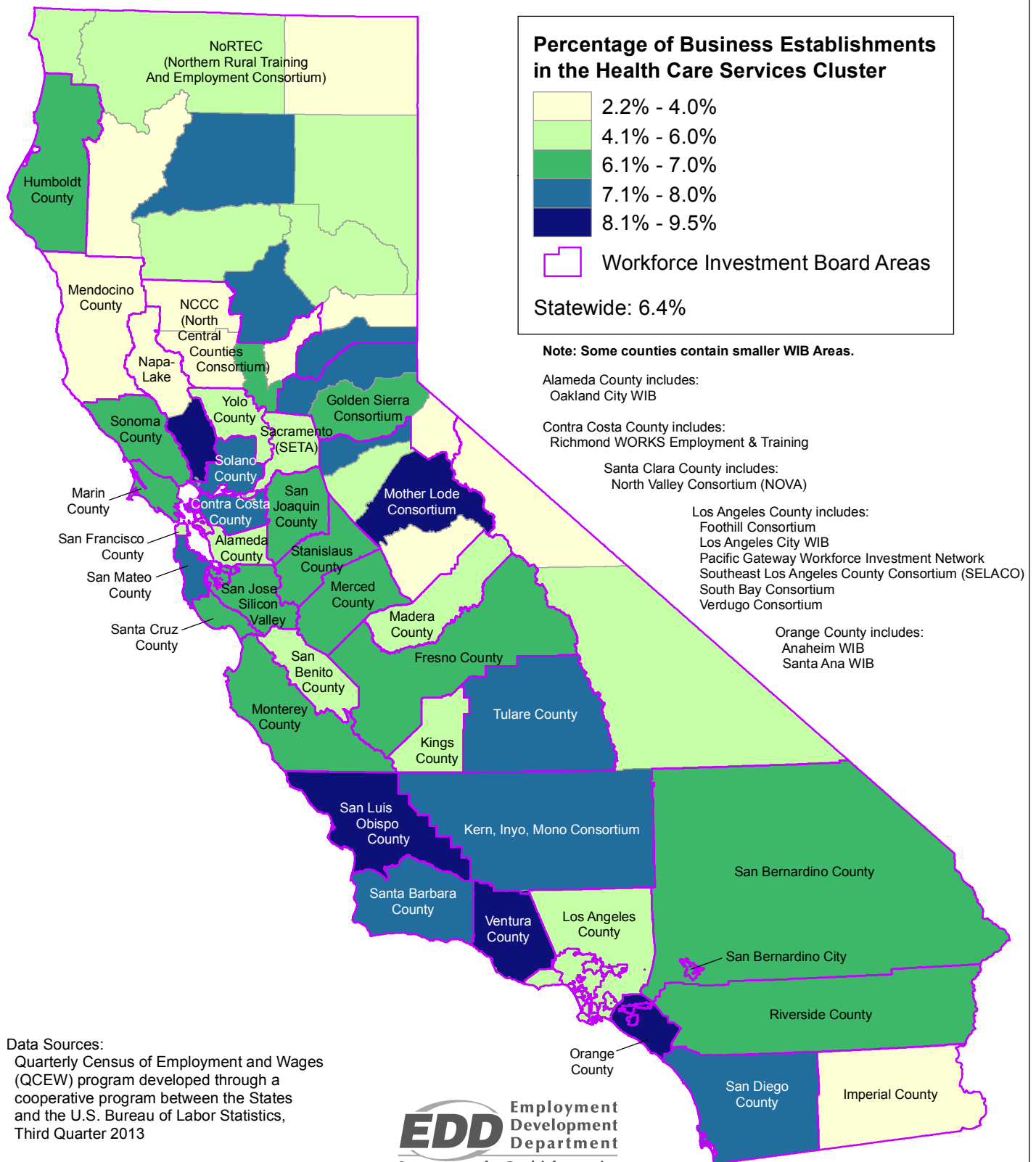
The table below provides examples of instructional programs related to some of the top occupations in the Health Care Services cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the 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	51.3801	Registered Nursing/Registered Nurse	123000	Nursing
	51.3802	Nursing Administration	123010	Registered Nursing
	51.3805	Family Practice Nurse/Nursing		
Medical Assistants	51.0710	Medical Office Assistant/Specialist	120800	Medical Assisting
	51.0713	Medical Insurance Coding Specialist/Coder	120810	Clinical Medical Assisting
	51.0801	Medical/Clinical Assistant	120820	Administrative 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		
Emergency Medical Technicians and Paramedics	51.0904	Emergency Medical Technology/Technician (EMT Paramedic)	125000	Emergency Medical Services
			125100	Paramedic
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/Medical Biller		
	51.0716	Medical Administrative/Executive Assistant and Medical Secretary		
Receptionists and Information Clerks	52.0406	Receptionist	N/A	N/A
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)
	52.0207	Customer Service Management	051440	Office Management

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

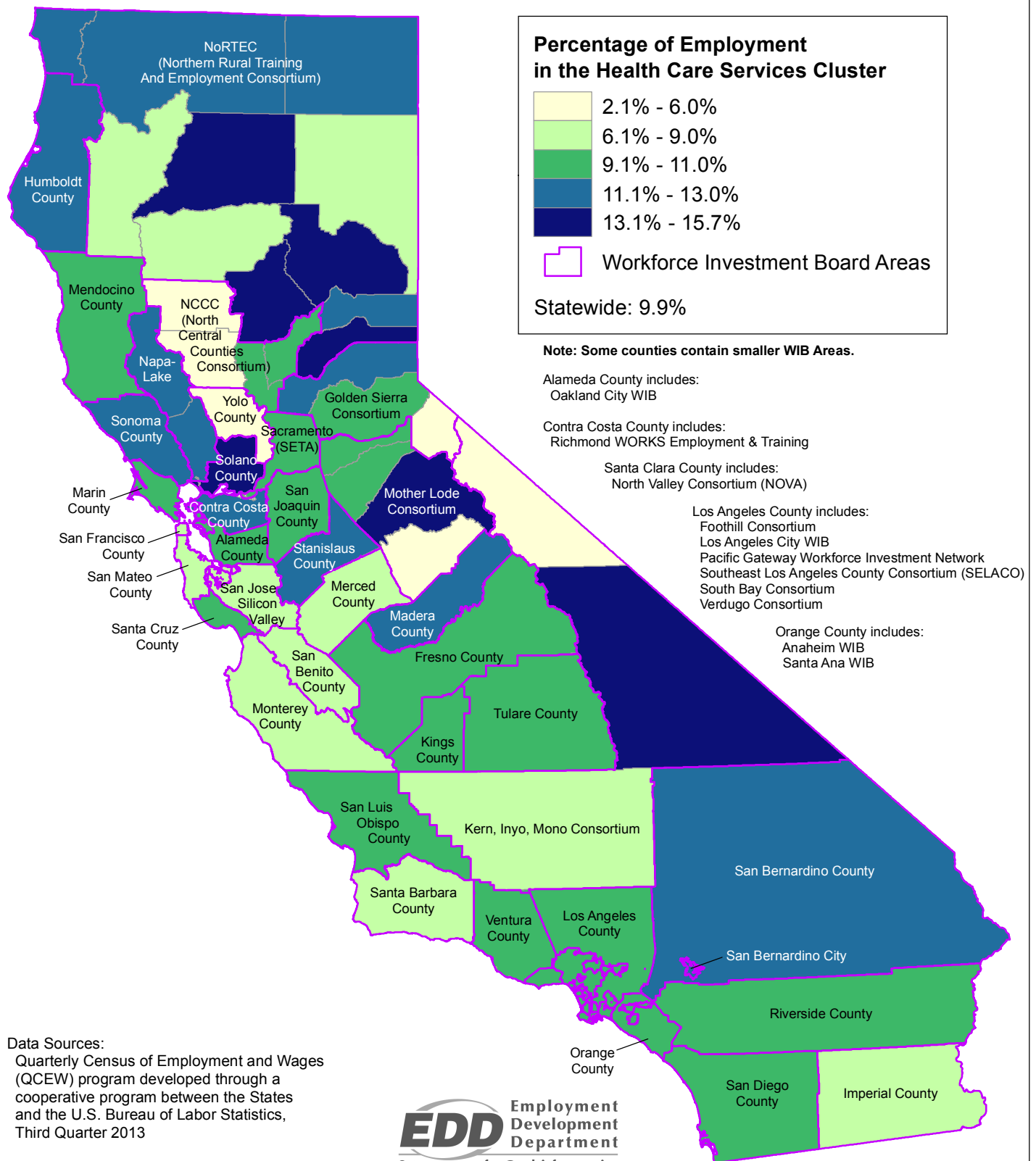
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California Health Care Services Cluster

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

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Occupational Analysis: Education and Training Cluster

Northern Economic Sub-Market
Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou,
Tehama, and Trinity Counties

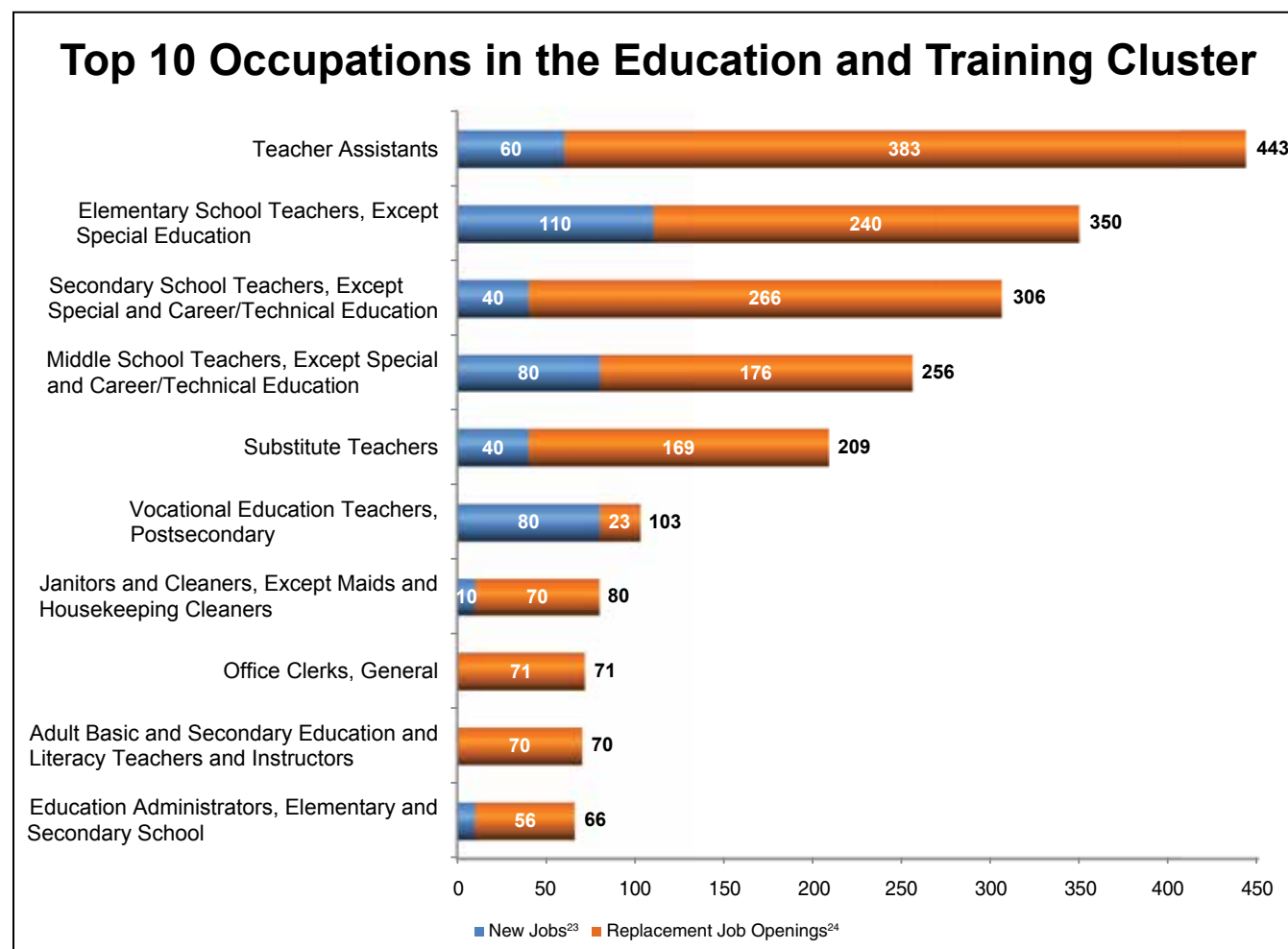
June 2015

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 half of the 3,411 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, and speaking.²²



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.

²² U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

²³ 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.

²⁴ 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 Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity 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 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 ²⁵ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²⁶	HWOL Job Ads ²⁷ (120 days)
Teacher Assistants	443	N/A	\$25,773	Some college, no degree	124
Elementary School Teachers, Except Special Education	350	N/A	\$65,518	Bachelor's degree	58
Secondary School Teachers, Except Special and Career/	306	N/A	\$67,571	Bachelor's degree	64
Middle School Teachers, Except Special and Career/ Technical	256	N/A	\$61,059	Bachelor's degree	23
Substitute Teachers	209	\$17.47	\$36,326	N/A	0
Vocational Education Teachers, Postsecondary	103	\$22.26	\$46,306	Bachelor's degree	21
Janitors and Cleaners, Except Maids and Housekeeping	80	\$12.81	\$26,645	Less than high school	174
Office Clerks, General	71	\$13.25	\$27,548	High school diploma or equivalent	232
Adult Basic and Secondary Education and Literacy	70	\$41.29	\$85,874	Bachelor's degree	6
Education Administrators, Elementary and Secondary	66	N/A	\$98,460	Master's degree	40

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 21, 2015.

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

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

²⁷ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

** This Economic Sub-Market includes Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity 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 ²⁸ (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	350	N/A	\$65,518	58
Secondary School Teachers, Except Special and Career/Technical Education	306	N/A	\$67,571	64
Middle School Teachers, Except Special and Career/Technical Education	256	N/A	\$61,059	23
Vocational Education Teachers, Postsecondary	103	\$22.26	\$46,306	21
Adult Basic and Secondary Education and Literacy Teachers and Instructors	70	\$41.29	\$85,874	6
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Teacher Assistants	443	N/A	\$25,773	124
Library Technicians	37	\$16.99	\$35,335	3
Computer User Support Specialists	32	\$19.28	\$40,101	95
Preschool Teachers, Except Special Education	8	\$11.77	\$24,475	71
Requires a High School Diploma or Equivalent or Less				
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	80	\$12.81	\$26,645	174
Office Clerks, General	71	\$13.25	\$27,548	232
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	52	\$14.77	\$30,712	147
Childcare Workers	50	\$11.00	\$22,882	44
Combined Food Preparation and Serving Workers, Including Fast Food	42	\$9.40	\$19,562	114

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 21, 2015.

²⁸ Total job openings are the sum of new jobs and replacement job openings.

** This Economic Sub-Market includes Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity 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, monitoring, and social perceptiveness. The skills and work activities identified for each occupation are from the U.S. Department of Labor's Occupational Information Network (O*NET).

Occupations	Skills													
	Active Learning	Active Listening	Coordination	Critical Thinking	Instruction	Judgment and Decision Making	Learning Strategies	Monitoring	Persuasion	Reading Comprehension	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		●		●	●	●	●	●		●		●	●	●
Middle School Teachers, Except Special and Career/Technical Education	●	●		●	●		●	●		●		●	●	●
Vocational Education Teachers, Postsecondary	●	●		●	●		●	●		●		●	●	●
Adult Basic and Secondary Education and Literacy Teachers and Instructors		●	●	●	●		●	●		●		●	●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree														
Teacher Assistants		●	●	●	●		●	●		●		●	●	●
Library Technicians	●	●	●	●	●			●		●	●		●	●
Computer User Support Specialists	●	●	●	●	●			●		●	●		●	●
Preschool Teachers, Except Special Education		●	●	●			●	●		●	●	●	●	●
Requires a High School Diploma or Equivalent or Less														
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	●	●	●	●		●				●	●	●	●	●
Office Clerks, General		●	●	●				●		●	●	●	●	●
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	●	●		●				●		●	●	●	●	●
Childcare Workers	●	●	●	●		●	●	●			●	●	●	
Combined Food Preparation and Serving Workers, Including Fast Food		●	●	●	●		●		●	●	●	●	●	

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; organizing, planning, and prioritizing work; and updating and using relevant knowledge.

Occupations	Work Activities																			
	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Developing Objectives and Strategies	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Getting Information	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	Interacting With Computers	Interpreting the Meaning of Information for Others	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Organizing, Planning, and Prioritizing Work	Performing Administrative Activities	Performing for or Working Directly with the Public	Performing General Physical Activities
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		●	●		●	●		●						●			●			
Vocational Education Teachers, Postsecondary		●	●		●			●		●					●				●	
Adult Basic and Secondary Education and Literacy Teachers and Instructors		●	●					●						●	●	●	●			
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Teacher Assistants	●	●	●					●	●						●	●			●	●
Library Technicians			●				●	●	●	●	●					●		●		●
Computer User Support Specialists			●					●	●		●		●		●		●		●	●
Preschool Teachers, Except Special Education	●		●					●							●	●	●		●	
Requires a High School Diploma or Equivalent or Less																				
Janitors and Cleaners, Except Maids and Housekeeping Cleaners			●	●				●		●		●			●	●	●		●	
Office Clerks, General	●		●				●	●	●				●				●		●	●
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive			●					●	●		●				●		●	●		●
Childcare Workers	●		●					●		●					●	●	●		●	●
Combined Food Preparation and Serving Workers, Including Fast Food		●	●		●			●	●	●	●							●		●

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"> • Educational, Guidance, School, and Vocational Counselors • 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"> • Librarians • Middle School Teachers, Except Special and Career/Technical Education • Training and Development Specialists
Middle School Teachers, Except Special and Career/Technical Education	<ul style="list-style-type: none"> • Career/Technical Education Teachers, Middle School • Librarians • Secondary School Teachers, Except Special and Career/Technical Education
Vocational Education Teachers, Postsecondary	<ul style="list-style-type: none"> • Career/Technical Education Teachers, Middle School • Career/Technical Education Teachers, Secondary School • Social and Human Service Assistants
Adult Basic and Secondary Education and Literacy Teachers and Instructors	<ul style="list-style-type: none"> • Career/Technical Education Teachers, Middle School • Middle School Teachers, Except Special and Career/Technical Education • Training and Development Specialists
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Teacher Assistants	<ul style="list-style-type: none"> • Childcare Workers • Preschool Teachers, Except Special Education • Social and Human Service Assistants
Library Technicians	<ul style="list-style-type: none"> • Billing, Cost, and Rate Clerks • Bookkeeping, Accounting, and Auditing Clerks • Teacher Assistants
Computer User Support Specialists	<ul style="list-style-type: none"> • Desktop Publishers • Electrical Engineering Technicians • Web Administrators
Preschool Teachers, Except Special Education	<ul style="list-style-type: none"> • Childcare Workers • Nannies • Teacher Assistants
Requires a High School Diploma or Equivalent or Less	
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> • Dishwashers • Landscaping and Groundskeeping Workers • Maids and Housekeeping Cleaners
Office Clerks, General	<ul style="list-style-type: none"> • Bill and Account Collectors • Medical Records and Health Information Technicians • Receptionists and Information Clerks
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	<ul style="list-style-type: none"> • Bill and Account Collectors • Hotel, Motel, and Resort Desk Clerks • Office Clerks, General
Childcare Workers	<ul style="list-style-type: none"> • Home Health Aides • Preschool Teachers, Except Special Education • Teacher Assistants
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Cashiers • Cooks, Fast Food • Waiters and Waitresses

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 21, 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 ²⁹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Gateway Unified School District	74	87	-13	-14.9%
Redding School District	64	64	0	0.0%
Anderson Union High School District	38	31	7	22.6%
Scotts Valley Unified School District	32	22	10	45.5%
Shasta College	30	49	-19	-38.8%
Shasta Union High School District	26	22	4	18.2%
Plumas Unified School District	17	8	9	112.5%
Siskiyou County Office of Education	15	10	5	50.0%
Enterprise Elementary	14	0	14	—
Shasta County Office of Education	11	4	7	175.0%
Columbia Elementary School District	11	4	7	175.0%
Cascade Union Elementary	9	15	-6	-40.0%
Gerber Elementary School	8	0	8	—
Kaplan University	8	0	8	—
Simpson College	8	12	-4	-33.3%
Big Valley Joint Unified	7	0	7	—
Los Molinos Unified School District	6	3	3	100.0%
Susanville Elementary	6	2	4	200.0%
Butte Valley Unified School District	5	7	-2	-28.6%
Junction Elementary	5	0	5	—

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending May 21, 2015.

²⁹ Totals do not include employers with anonymous job advertisements.

** This Economic Sub-Market includes Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties.

Instructional Programs for the Education and Training Cluster Occupations

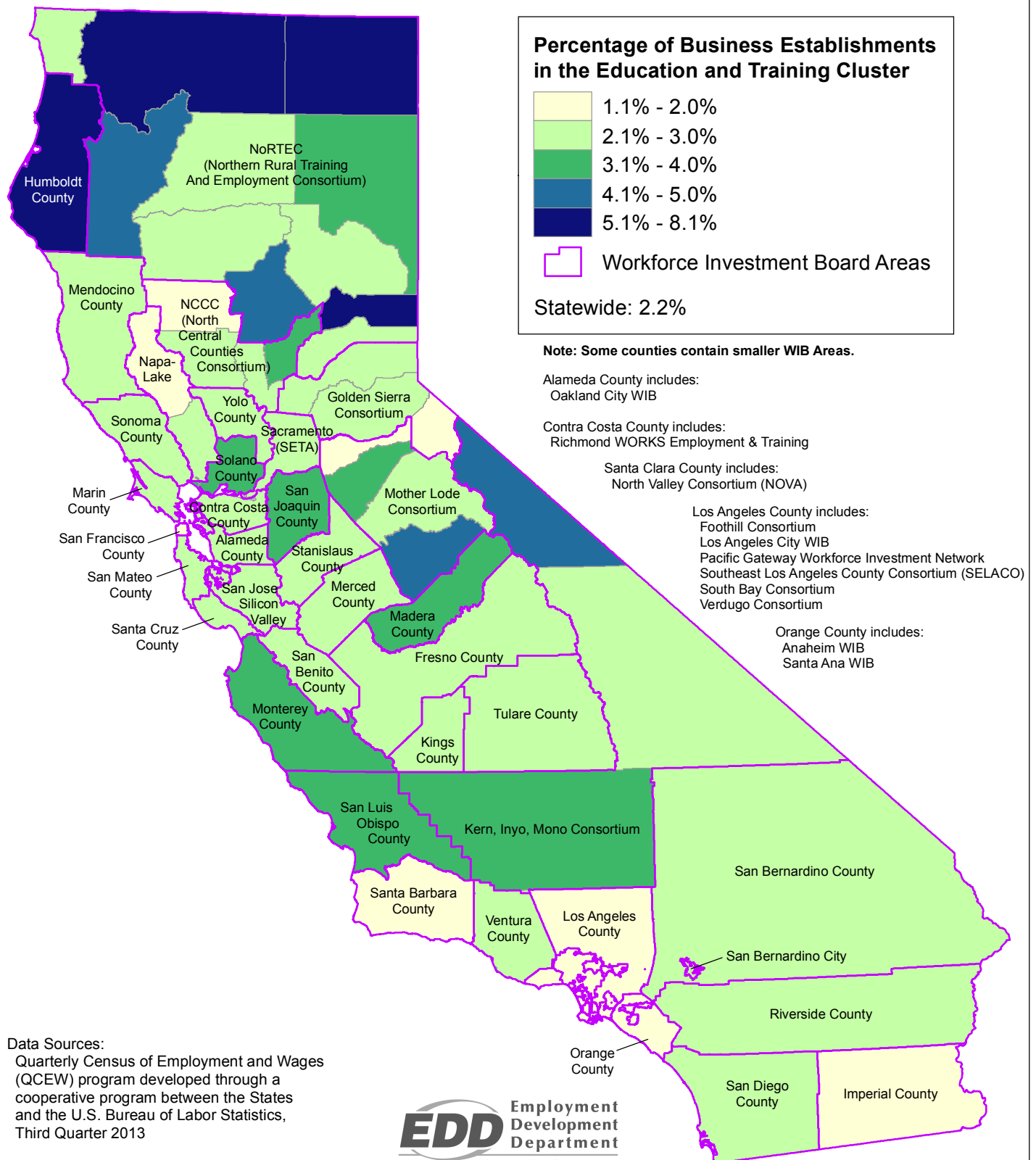
The table below provides examples of instructional programs related to some of the top occupations in the Education and Training cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the 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
Library Technicians	25.0301	Library and Archives Assisting	160200	Library Technician (Aide)
Computer User Support Specialists	01.0106	Agricultural Business Technology	070820	Computer Support
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
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		
Office Clerks, General	52.0408	General Office Occupations and Clerical Services	N/A	N/A
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		
Childcare Workers	19.0709	Child Care Provider/Assistant	130500	Child Development/Early Care and Education
			130540	Preschool Age Child
			130590	Infants and Toddlers

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:
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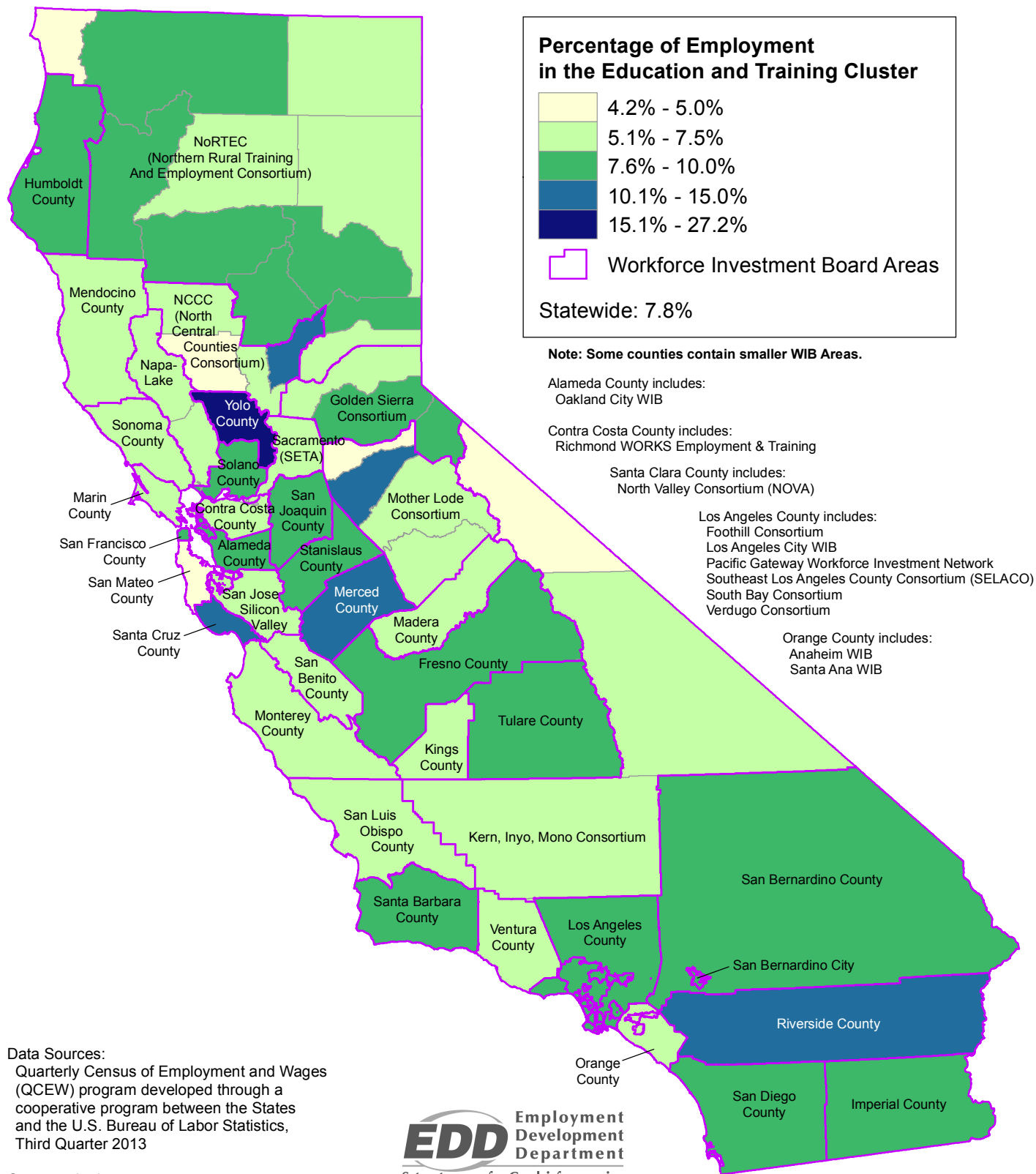
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California Education and Training Cluster

Percentage of Total County Employment, 2013



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

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