

Regional Economic Analysis Profile

Southern Economic Market

February 2015



Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties



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SUMMARY OF THE SOUTHERN ECONOMIC MARKET INDUSTRY CLUSTERS

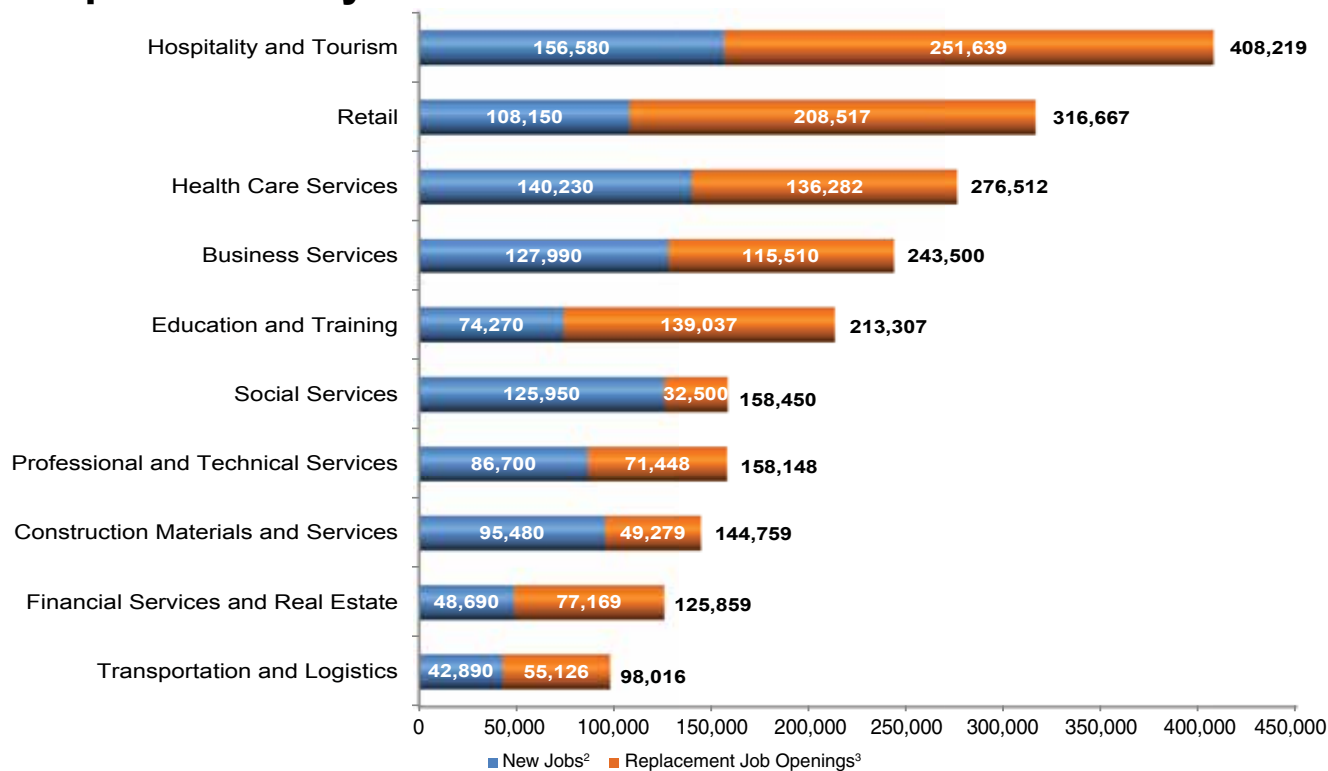
What is an Industry Cluster?

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 the Southern Economic Market industry clusters. In the first generation, the Southern Region report (June 2014) highlighted the top three industry clusters ranked by the projected total job openings: Hospitality and Tourism, Retail, and Education and Training. In this second generation, the Southern Economic Market report (February 2015) brings attention to three new clusters: Business Services, Education and Training, and Social Services. This report focuses on the future employment demand of economic 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 helps the California workforce development system prepare the state's workforce to compete for these future job opportunities.

Top 10 Industry Clusters in the Southern Economic Market



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 Southern Economic 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 **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 comprised almost 776,000 workers, or 11.7 percent of the economic 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
- Amusement Parks and Arcades
- Special Food Services

The **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. During 2013-2014,* this cluster employed almost 688,000 workers, or about 10.3 percent of the economic market's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

- Grocery Stores
- Other General Merchandise Stores
- Clothing Stores
- Automobile Dealers
- Department 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 nearly 705,000 people in the economic market during 2013-2014,* accounting for 10.6 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)
- Home Health Care Services
- Outpatient Care Centers

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 569,000 people during 2013-2014,* or 8.6 percent of the economic 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 **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 599,000 people in the economic market, accounting for 9 percent of the workforce. Top industries within this cluster include:

- Elementary and Secondary Schools
- Colleges, Universities, and Professional Schools
- Other Schools and Instruction
- Junior Colleges
- 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 304,000 people and accounted for 4.6 percent of the economic market's workforce in 2013-2014.* Industries include:

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

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

INDUSTRY CLUSTER DESCRIPTIONS

The **Professional and Technical Services** industry cluster is comprised of interrelated industries that include engineering and architectural firms, law offices, advertising companies, and accounting firms. In 2013-2014,* more than 373,000 people were employed in the economic market, or 5.6 percent of the workforce. Top industries within this cluster include:

- Management, Scientific, and Technical Consulting Services
- Architectural, Engineering, and Related Services
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Legal Services
- Advertising, Public Relations, and Related 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 293,000 workers made up the cluster's employment, representing 4.4 percent of the economic market's total workforce. Industries showing the highest projected job openings include:

- Building Equipment Contractors
- Building Finishing Contractors
- Foundation, Structure, and Building Exterior Contractors
- Residential Building Construction
- Other Specialty Trade Contractors

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 352,000 people, which accounted for 5.3 percent of the economic market's workforce in 2013-2014.* Industries showing the highest projected job openings include:

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

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,* over 255,000 workers were employed in this cluster, making up 3.8 percent of the economic market's workforce population. Industries showing the highest projected job openings include:

- Warehousing and Storage
- General Freight Trucking
- Support Activities for Water Transportation
- Couriers and Express Delivery Services
- Freight Transportation Arrangement

* 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 Southern Economic Market.

Hospitality and Tourism

4871	Scenic and Sightseeing Transportation, Land
4872	Scenic and Sightseeing Transportation, Water
4879	Scenic and Sightseeing Transportation, Other
5615	Travel Arrangement and Reservation Services
7121	Museums, Historical Sites, and Similar Institutions
7131	Amusement Parks and Arcades
7132	Gambling Industries
7139	Other Amusement and Recreation Industries
7211	Traveler Accommodation
7212	RV (Recreational Vehicle) Parks and Recreational Camps
7213	Rooming and Boarding Houses
7223	Special Food Services
7224	Drinking Places (Alcoholic Beverages)
7225	Restaurants and Other Eating Places

Retail

4411	Automobile Dealers
4412	Other Motor Vehicle Dealers
4413	Automotive Parts, Accessories, and Tire Stores
4431	Electronics and Appliance Stores
4441	Building Material and Supplies Dealers
4451	Grocery Stores
4452	Specialty Food Stores
4453	Beer, Wine, and Liquor Stores
4461	Health and Personal Care Stores
4471	Gasoline Stations
4481	Clothing Stores
4482	Shoe Stores
4483	Jewelry, Luggage, and Leather Goods Stores
4511	Sporting Goods, Hobby, and Musical Instrument Stores
4521	Department Stores
4529	Other General Merchandise Stores
4532	Office Supplies, Stationery, and Gift Stores
4533	Used Merchandise Stores
4542	Vending Machine Operators

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

Health Care Services (Continued)

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

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

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 Services

INDUSTRY CLUSTER DEFINITIONS

Professional and Technical Services

- 5411 Legal Services
- 5412 Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- 5413 Architectural, Engineering, and Related Services
- 5414 Specialized Design Services
- 5416 Management, Scientific, and Technical Consulting Services
- 5418 Advertising, Public Relations, and Related Services
- 5419 Other Professional, Scientific, and Technical Services

Construction Materials and Services

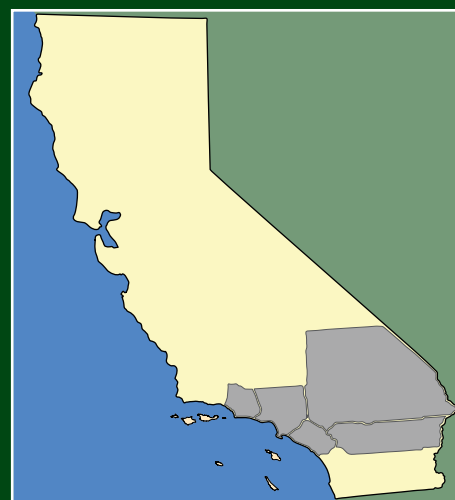
- 2123 Nonmetallic Mineral Mining and Quarrying
- 2213 Water, Sewage and Other Systems
- 2361 Residential Building Construction
- 2362 Nonresidential Building Construction
- 2372 Land Subdivision
- 2373 Highway, Street, and Bridge Construction
- 2379 Other Heavy and Civil Engineering Construction
- 2381 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

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

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



Occupational Analysis: Business Services Cluster

Southern Economic Market

February 2015

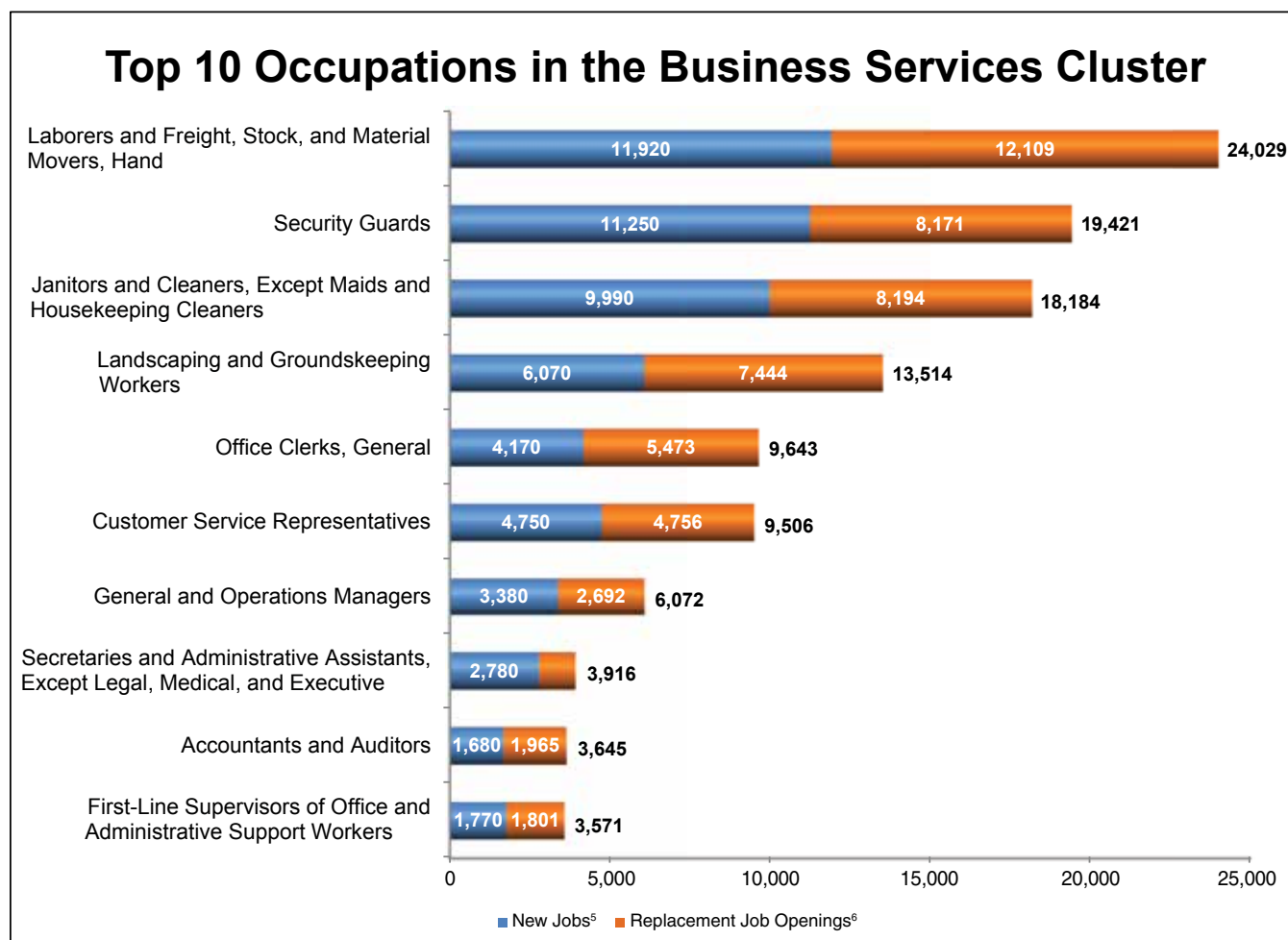
Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties

What is the Business Services Cluster?

The Business Services cluster is comprised of 11 industries that provide services to other organizations and businesses. Employers in this cluster include temporary agencies, janitorial and landscaping businesses, corporate offices and holding companies, private investigation services, and billing services. Establishments in this cluster also include technical consultants, housecleaning services, and pest control firms. Workers employed within this cluster often 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 Business Services Cluster

The graph below identifies the top 10 occupations in the Business Services cluster, based on the Southern Economic Market's new job growth plus replacement openings. In sum, these 10 occupations represent almost half of the 243,500 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, monitoring, reading comprehension, 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.

Top 10 Occupations and Recent Job Demand in the Business Services Cluster

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

Occupations	Total Job Openings ⁷ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ⁸	HWOL Job Ads ⁹ (120 days)
Laborers and Freight, Stock, and Material Movers, Hand	24,029	\$11.50	\$23,926	Less than high school	3,018
Security Guards	19,421	\$11.51	\$23,937	High school diploma or equivalent	5,139
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	18,184	\$11.55	\$24,029	Less than high school	3,255
Landscaping and Groundskeeping Workers	13,514	\$11.47	\$23,847	Less than high school	1,312
Office Clerks, General	9,643	\$14.88	\$30,944	High school diploma or equivalent	5,062
Customer Service Representatives	9,506	\$17.48	\$36,345	High school diploma or equivalent	11,329
General and Operations Managers	6,072	\$51.64	\$107,422	Bachelor's degree	3,268
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	3,916	\$17.96	\$37,346	High school diploma or equivalent	4,933
Accountants and Auditors	3,645	\$34.44	\$71,635	Bachelor's degree	10,227
First-Line Supervisors of Office and Administrative Support Workers	3,571	\$26.85	\$55,852	High school diploma or equivalent	9,018

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 3rd Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending December 30, 2014.

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 Business 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 Business Services cluster. The table includes the Southern Economic 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	6,072	\$51.64	\$107,422	3,268
Accountants and Auditors	3,645	\$34.44	\$71,635	10,227
Human Resources Specialists	3,326	\$29.89	\$62,170	2,458
Market Research Analysts and Marketing Specialists	1,723	\$30.51	\$63,460	3,524
Financial Managers	1,707	\$62.13	\$129,240	4,788
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	1,673	\$44.04	\$91,606	20,444
Licensed Practical and Licensed Vocational Nurses	1,279	\$24.36	\$50,666	2,753
Computer User Support Specialists	1,185	\$25.64	\$53,327	6,368
Heavy and Tractor-Trailer Truck Drivers	1,183	\$20.40	\$42,433	8,711
Nursing Assistants	1,050	\$13.36	\$27,783	1,145
Requires a High School Diploma or Equivalent or Less				
Laborers and Freight, Stock, and Material Movers, Hand	24,029	\$11.50	\$23,926	3,018
Security Guards	19,421	\$11.51	\$23,937	5,139
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	18,184	\$11.55	\$24,029	3,255
Landscaping and Groundskeeping Workers	13,514	\$11.47	\$23,847	1,312
Office Clerks, General	9,643	\$14.88	\$30,944	5,062

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 3rd Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending December 30, 2014.

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

Skill Requirements in the Business Services Cluster

The table below lists the 10 top skills required for top occupations in the Business Services cluster, categorized by entry-level education requirements. Active listening, reading comprehension, and speaking are the most commonly shared skills, followed by critical thinking 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	Instruction	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Operation and Control	Operation Monitoring	Persuasion	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis
Requires a Bachelor's Degree or Higher																				
General and Operations Managers	●	●		●	●					●		●				●		●	●	
Accountants and Auditors ¹¹	●	●			●			●			●	●				●			●	●
Human Resources Specialists	●	●		●	●							●				●	●	●	●	
Market Research Analysts and Marketing Specialists	●	●			●			●				●				●			●	●
Financial Managers ¹²	●	●			●				●			●			●	●		●	●	
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Registered Nurses	●	●		●	●				●			●				●	●	●	●	
Licensed Practical and Licensed Vocational Nurses		●		●	●							●				●	●	●	●	
Computer User Support Specialists	●	●		●	●		●					●				●	●		●	
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●						●	●	●		●			●	
Nursing Assistants	●	●		●	●							●				●	●	●	●	
Requires a High School Diploma or Equivalent or Less																				
Laborers and Freight, Stock, and Material Movers, Hand		●	●	●	●							●	●	●		●			●	
Security Guards		●		●	●							●			●	●	●	●	●	
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	●	●		●	●			●								●	●	●	●	
Landscaping and Groundskeeping Workers		●	●					●				●	●	●		●		●	●	
Office Clerks, General		●		●	●							●				●	●	●	●	

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

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

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

Work Activities in the Business Services Cluster

The table below lists the 10 top work activities required for top occupations in the Business Services cluster, categorized by entry-level education requirements. The most common include establishing and maintaining relationships; organizing, planning and prioritizing work; communicating with supervisors, peers, or subordinates; 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	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	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
Requires a Bachelor's Degree or Higher																				
General and Operations Managers				•	•		•		•								•		•	
Accountants and Auditors ¹³	•				•				•	•	•						•			
Human Resources Specialists				•	•				•		•						•	•		
Market Research Analysts and Marketing Specialists	•			•	•				•		•			•			•			
Financial Managers ¹⁴			•		•		•		•		•					•			•	
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Registered Nurses		•			•				•		•			•			•		•	
Licensed Practical and Licensed Vocational Nurses		•			•			•	•				•	•			•			
Computer User Support Specialists					•				•		•			•		•			•	
Heavy and Tractor-Trailer Truck Drivers						•			•		•		•	•			•			
Nursing Assistants		•			•				•		•		•	•			•		•	
Requires a High School Diploma or Equivalent or Less																				
Laborers and Freight, Stock, and Material Movers, Hand					•	•			•	•			•	•				•		
Security Guards		•			•		•		•	•	•					•	•	•		
Janitors and Cleaners, Except Maids and Housekeeping Cleaners					•	•			•				•	•			•	•		
Landscaping and Groundskeeping Workers						•			•				•	•				•	•	
Office Clerks, General		•			•			•	•		•				•				•	

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

¹³ Work Activities listed represent Accountants, a specialty occupation of Accountants and Auditors.

¹⁴ Work Activities listed represent Financial Managers, Branch or Department, a specialty occupation of Financial Managers.

Related Occupations for the Business Services Cluster

The table below lists top occupations in the Business 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 Business Services cluster occupations.

Business Services Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
General and Operations Managers	<ul style="list-style-type: none"> • First-Line Supervisors of Office and Administrative Support Workers • Logistics Managers • Storage and Distribution Managers
Accountants and Auditors	<ul style="list-style-type: none"> • Financial Analysts • Personal Financial Advisors • Risk Management Specialists
Human Resources Specialists	<ul style="list-style-type: none"> • Fraud Examiners, Investigators and Analysts • Management Analysts • Market Research Analysts and Marketing Specialists
Market Research Analysts and Marketing Specialists	<ul style="list-style-type: none"> • Financial Analysts • Regulatory Affairs Specialists • Risk Management Specialists
Financial Managers	<ul style="list-style-type: none"> • Auditors • Human Resources Specialists • Sales Agents, Financial Services
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Registered Nurses	<ul style="list-style-type: none"> • Cardiovascular Technologists and Technicians • Emergency Medical Technicians and Paramedics • Licensed Practical and Licensed Vocational Nurses
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> • Occupational Therapy Assistants • Physical Therapist Assistants • Social and Human Service Assistants
Computer User Support Specialists	<ul style="list-style-type: none"> • Computer Operators • Electrical Engineering Technicians • Web Administrators
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> • Light Truck or Delivery Services Drivers • Pile-Driver Operators • Service Unit Operators, Oil, Gas, and Mining
Nursing Assistants ¹⁵	<ul style="list-style-type: none"> • N/A
Requires a High School Diploma or Equivalent or Less	
Laborers and Freight, Stock, and Material Movers, Hand	<ul style="list-style-type: none"> • Fence Erectors • Industrial Truck and Tractor Operators • Rail-Track Laying and Maintenance Equipment Operators
Security Guards	<ul style="list-style-type: none"> • Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers • Postal Service Mail Carriers • Shipping, Receiving, and Traffic Clerks
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> • Dishwashers • Food Preparation Workers • Food Servers, Nonrestaurant
Landscaping and Groundskeeping Workers	<ul style="list-style-type: none"> • Construction Laborers • Helpers—Production Workers • Nursery Workers
Office Clerks, General	<ul style="list-style-type: none"> • Bill and Account Collectors • Medical Secretaries • Receptionists and Information Clerks

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

¹⁵ Currently no related occupations reported by O*NET.

Employer Demand for the Business Services Cluster

The following table lists the Southern Economic Market employers in the Business Services cluster who posted the most job advertisements during the 120-day period ending December 30, 2014. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Business Services Cluster Employers	Recent Job Advertisements¹⁶ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Robert Half International	4,188	3,518	670	19.0%
AppleOne	3,293	3,735	-442	-11.8%
Truststaff	2,104	1,448	656	45.3%
Randstad	1,523	1,243	280	22.5%
Kforce Professional Staffing, Inc.	1,340	1,380	-40	-2.9%
Accountemps	1,272	2,266	-994	-43.9%
Select Staffing	1,057	207	850	410.6%
Kelly Services	896	1,283	-387	-30.2%
Aerotek	736	1,354	-618	-45.6%
Volt Workforce Solutions	723	853	-130	-15.2%
Supplemental Health	646	606	40	6.6%
Maxim Staffing	567	144	423	293.8%
UCLA Healthcare	561	423	138	32.6%
Judge Group, Inc.	554	247	307	124.3%
Adecco	530	1,261	-731	-58.0%
AlliedBarton Security	503	419	84	20.0%
All's Well Health Care	443	855	-412	-48.2%
Ultimate Staffing	443	487	-44	-9.0%
Universal Protection Service	437	215	222	103.3%
Manpower	350	334	16	4.8%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending December 30, 2014.

¹⁶ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Business Services Cluster Occupations

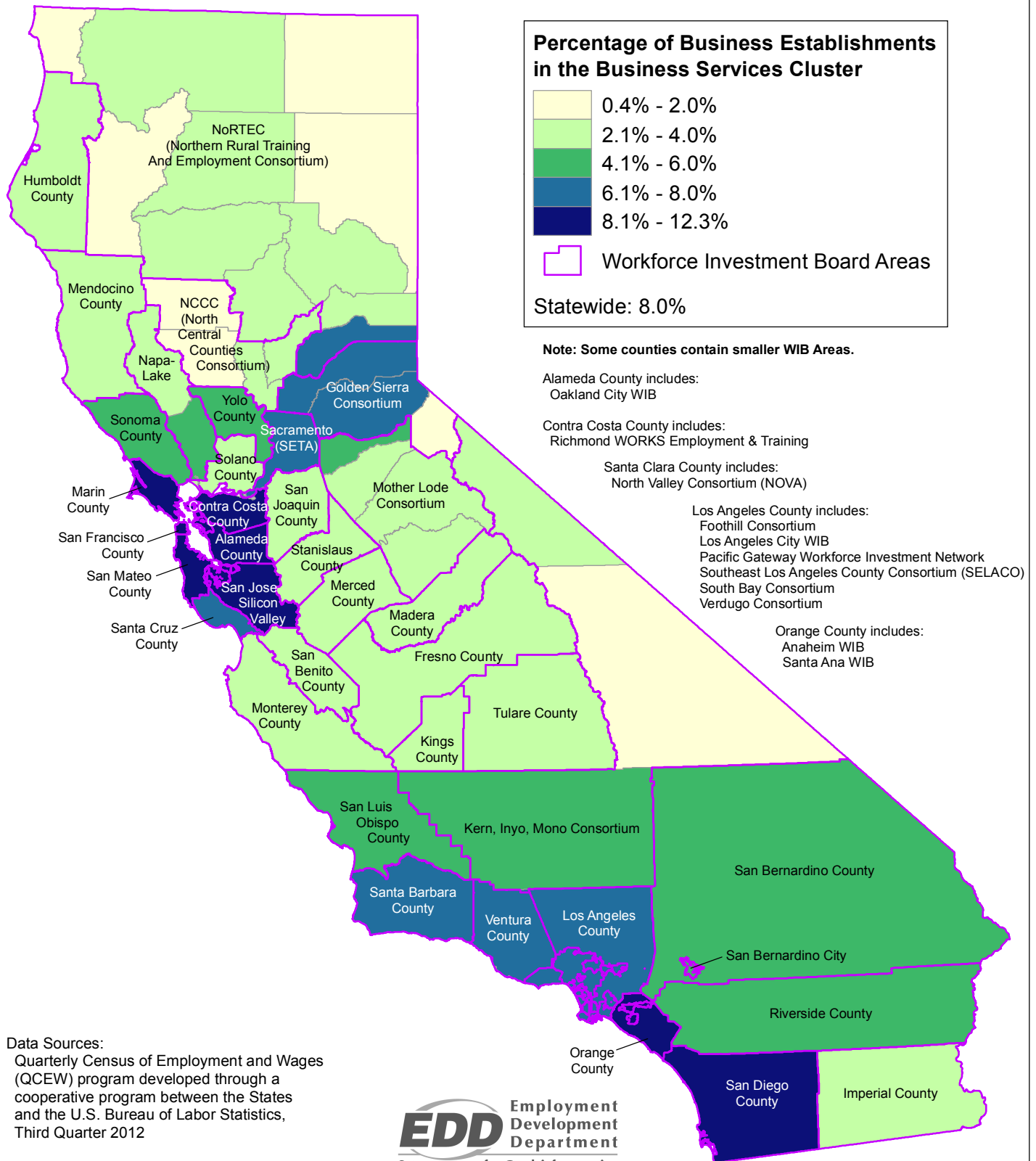
The table below provides examples of instructional programs related to some of the top occupations in the Business Services cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Business 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 the 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
	51.3803	Adult Health Nurse/Nursing		
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		
Computer User Support Specialists	01.0106	Agricultural Business Technology	070820	Computer Support
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
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		
Laborers and Freight, Stock, and Material Movers, Hand	N/A	N/A	01030	Plant Science
Security Guards	N/A	N/A	210530	Industry and Transportation Security
Landscaping and Groundskeeping Workers	N/A	N/A	010910	Landscape Design and Maintenance
			010940	Turfgrass Technology
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 Business Services Cluster

Percentage of Total County Establishments, 2012



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 2012

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

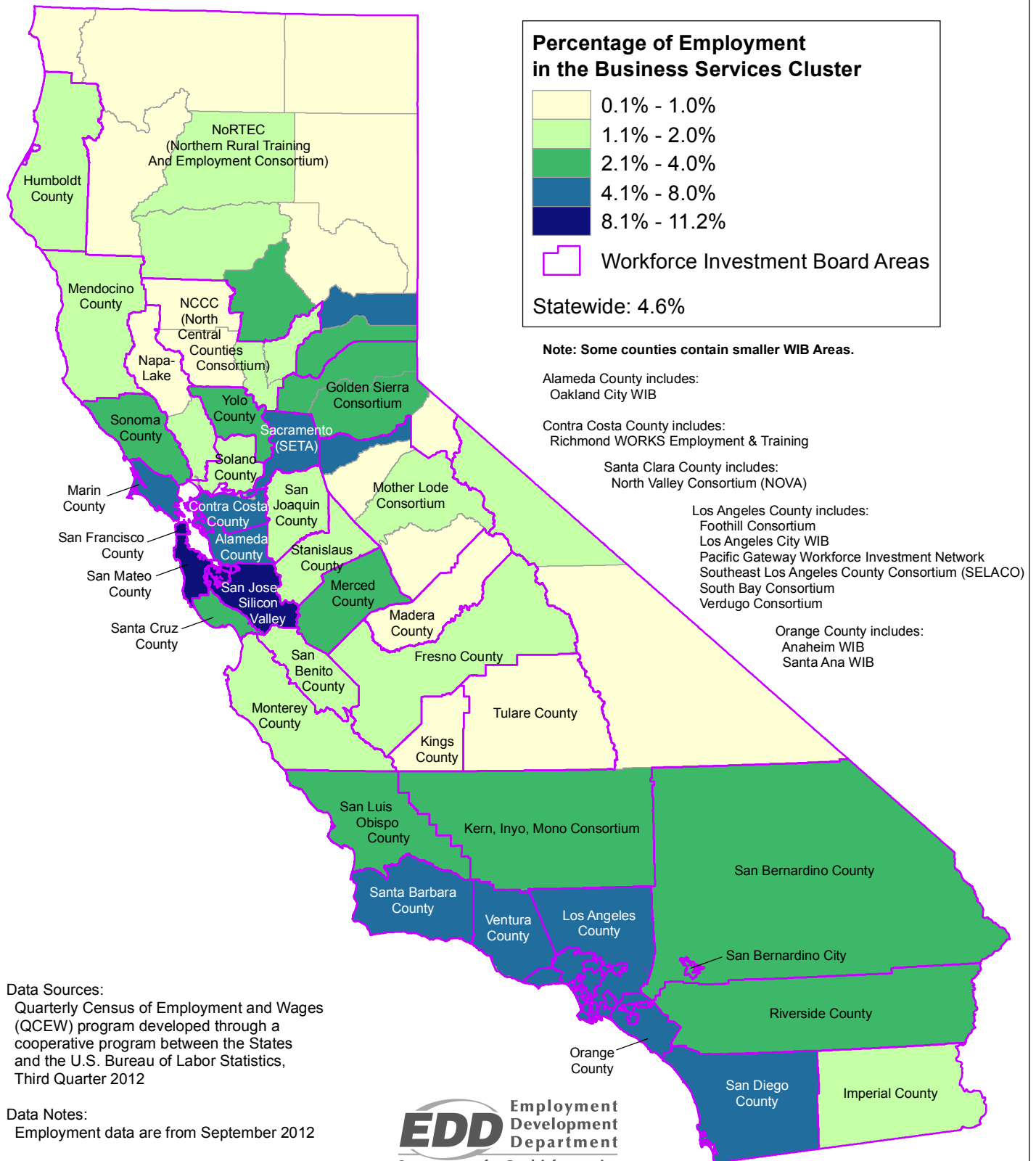
EDD Employment Development Department
State of California

LaborMarketInfo

File T036

California Business Services Cluster

Percentage of Total County Employment, 2012



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 2012

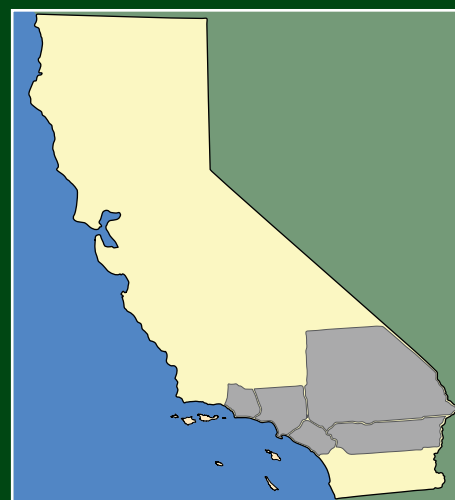
Data Notes:
Employment data are from September 2012

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

EDD Employment Development Department
State of California

LaborMarketInfo

File T036



Occupational Analysis: Education and Training Cluster

Southern Economic Market

February 2015

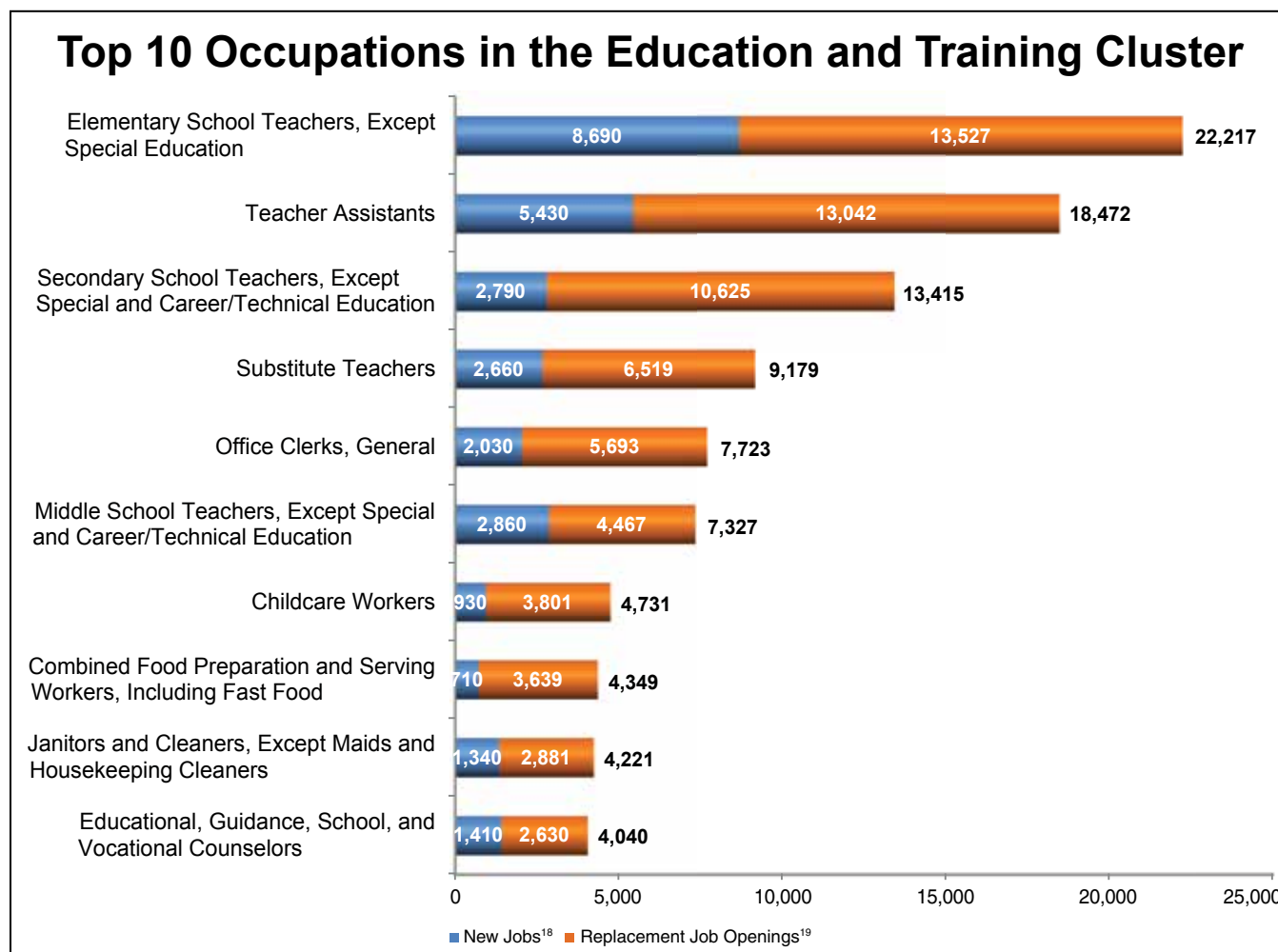
Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties

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 Southern Economic Market's new job growth plus replacement openings. In sum, these 10 occupations represent almost one-half of the 213,307 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, speaking, writing, service orientation, and monitoring.¹⁷



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.

¹⁷ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

¹⁸ 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.

¹⁹ 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 Southern Economic 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 ²⁰ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²¹	HWOL Job Ads ²² (120 days)
Elementary School Teachers, Except Special Education	22,217	N/A	\$76,880	Bachelor's degree	1,432
Teacher Assistants	18,472	N/A	\$30,321	Some college, no degree	2,639
Secondary School Teachers, Except Special and Career/ Technical Education	13,415	N/A	\$71,679	Bachelor's degree	1,754
Substitute Teachers	9,179	\$19.52	\$40,585	-	397
Office Clerks, General	7,723	\$14.88	\$30,944	High school diploma or equivalent	5,062
Middle School Teachers, Except Special and Career/ Technical Education	7,327	N/A	\$73,023	Bachelor's degree	769
Childcare Workers	4,731	\$11.56	\$24,038	High school diploma or equivalent	984
Combined Food Preparation and Serving Workers, Including Fast Food	4,349	\$9.25	\$19,247	Less than high school	4,143
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	4,221	\$11.55	\$24,029	Less than high school	3,255
Educational, Guidance, School, and Vocational Counselors	4,040	\$32.67	\$67,954	Master's degree	1,096

Source: California Employment Development Department, Projections of Employment 2012-2022; Occupational Employment Statistics Wage Survey, updated to 3rd Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending December 30, 2014.

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

²¹ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

²² Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

Top Occupations for the Education and Training Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Education and Training cluster. The table includes the Southern Economic 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 ²³ (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	22,217	N/A	\$76,880	1,432
Secondary School Teachers, Except Special and Career/ Technical Education	13,415	N/A	\$71,679	1,754
Middle School Teachers, Except Special and Career/Technical Education	7,327	N/A	\$73,023	769
Educational, Guidance, School, and Vocational Counselors	4,040	\$32.67	\$67,954	1,096
Health Specialties Teachers, Postsecondary	3,606	N/A	\$87,226	565
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Teacher Assistants	18,472	N/A	\$30,321	2,639
Preschool Teachers, Except Special Education	1,925	\$14.85	\$30,898	1,873
Library Technicians	1,584	\$19.97	\$41,541	73
Computer User Support Specialists	910	\$25.64	\$53,327	6,368
Registered Nurses	850	\$44.04	\$91,606	20,444
Requires a High School Diploma or Equivalent or Less				
Office Clerks, General	7,723	\$14.88	\$30,944	5,062
Childcare Workers	4,731	\$11.56	\$24,038	984
Combined Food Preparation and Serving Workers, Including Fast Food	4,349	\$9.25	\$19,247	4,143
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	4,221	\$11.55	\$24,029	3,255
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	2,658	\$17.96	\$37,346	4,933

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 3rd Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending December 30, 2014.

²³ 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, followed by reading comprehension 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	Complex Problem Solving	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Monitoring	Persuasion	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking
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	●	●			●	●		●	●		●		●	●
Educational, Guidance, School, and Vocational Counselors		●			●		●	●			●	●	●	●
Health Specialties Teachers, Postsecondary	●	●	●		●	●		●	●		●		●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree														
Teacher Assistants		●		●	●	●		●	●		●		●	●
Preschool Teachers, Except Special Education		●		●	●			●	●		●	●	●	●
Library Technicians	●	●		●	●	●			●		●	●	●	●
Computer User Support Specialists	●	●		●	●	●			●		●	●	●	●
Registered Nurses	●	●		●	●			●	●		●	●	●	●
Requires a High School Diploma or Equivalent or Less														
Office Clerks, General		●		●	●				●		●	●	●	●
Childcare Workers	●	●		●	●		●	●	●			●	●	●
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●	●		●		●	●	●	●	●
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	●	●		●	●		●				●	●	●	●
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	●	●			●				●		●	●	●	●

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

Occupations	Work Activities																			
	Assisting and Caring for Others	Coaching and Developing Others	Communicating with 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		●	●		●	●		●					●			●				●
Educational, Guidance, School, and Vocational Counselors	●	●	●					●						●		●			●	●
Health Specialties Teachers, Postsecondary		●						●	●	●				●	●	●			●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Teacher Assistants	●	●	●					●	●							●	●		●	●
Preschool Teachers, Except Special Education	●		●					●						●	●	●		●	●	
Library Technicians			●				●	●	●	●						●		●		●
Computer User Support Specialists			●					●	●	●		●		●		●			●	●
Registered Nurses	●	●						●	●	●				●	●	●			●	●
Requires a High School Diploma or Equivalent or Less																				
Office Clerks, General	●		●				●	●	●				●				●		●	●
Childcare Workers	●		●					●		●				●	●	●		●	●	
Combined Food Preparation and Serving Workers, Including Fast Food		●	●		●			●	●	●	●						●		●	●
Janitors and Cleaners, Except Maids and Housekeeping Cleaners			●	●				●		●		●		●	●	●	●	●		
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive			●					●	●	●				●		●	●	●	●	●

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

Related Occupations for the Education and Training Cluster

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

Education and Training Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Elementary School Teachers, Except Special Education	<ul style="list-style-type: none"> • Secondary School Teachers, Except Special and Career/Technical Education • Middle School Teachers, Except Special and Career/Technical Education • Preschool Teachers, Except Special Education
Secondary School Teachers, Except Special and Career/Technical Education	<ul style="list-style-type: none"> • Training and Development Specialists • Middle School Teachers, Except Special and Career/Technical Education • Elementary School Teachers, Except Special Education
Middle School Teachers, Except Special and Career/Technical Education	<ul style="list-style-type: none"> • Secondary School Teachers, Except Special and Career/Technical Education • Elementary School Teachers, Except Special Education • Educational, Guidance, School, and Vocational Counselors
Educational, Guidance, School, and Vocational Counselors	<ul style="list-style-type: none"> • Mental Health Counselors • Marriage and Family Therapists • Secondary School Teachers, Except Special and Career/Technical Education
Health Specialties Teachers, Postsecondary	<ul style="list-style-type: none"> • Nursing Instructors and Teachers, Postsecondary • Preventive Medicine Physicians • Occupational Therapists
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Teacher Assistants	<ul style="list-style-type: none"> • Preschool Teachers, Except Special Education • Social and Human Service Assistants • Childcare Workers
Preschool Teachers, Except Special Education	<ul style="list-style-type: none"> • Teacher Assistants • Elementary School Teachers, Except Special Education • Nannies
Library Technicians	<ul style="list-style-type: none"> • Bookkeeping, Accounting, and Auditing Clerks • Billing, Cost, and Rate Clerks • Teacher Assistants
Computer User Support Specialists	<ul style="list-style-type: none"> • Web Administrators • Electrical Engineering Technicians • Computer Operators
Registered Nurses	<ul style="list-style-type: none"> • Licensed Practical and Licensed Vocational Nurses • Acute Care Nurses • Critical Care Nurses
Requires a High School Diploma or Equivalent or Less	
Office Clerks, General	<ul style="list-style-type: none"> • Receptionists and Information Clerks • Bill and Account Collectors • Medical Secretaries
Childcare Workers	<ul style="list-style-type: none"> • Home Health Aides • Teacher Assistants • Preschool Teachers, Except Special Education
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Cooks, Fast Food • Food Preparation Workers • Cashiers
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> • Dishwashers • Food Preparation Workers • Helpers—Production Workers
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

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

Employer Demand for the Education and Training Cluster

The following table lists the Southern Economic Market employers in the Education and Training cluster who posted the most job advertisements during the 120-day period ending December 30, 2014. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Education and Training Cluster Employers	Recent Job Advertisements ²⁴ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
University of Southern California	1,474	247	1,227	496.8%
University Of California, Irvine	735	433	302	69.7%
California State University System	731	268	463	172.8%
University of California- Riverside	697	276	421	152.5%
Corinthian Colleges, Inc.	328	252	76	30.2%
Fontana Unified School District	271	243	28	11.5%
Loyola Marymount University	210	127	83	65.4%
Irvine Unified School District	172	59	113	191.5%
Coast Community College District	171	0	171	—
American Career College	165	69	96	139.1%
College of the Desert	158	88	70	79.5%
San Bernardino County Superintendent of Schools	154	107	47	43.9%
The Art Institutes	148	5	143	2,860.0%
Desert Sands Unified School District	145	10	135	1,350.0%
Capistrano Unified School District	128	254	-126	-49.6%
Hemet Unified School District	127	146	-19	-13.0%
Colton Joint Unified School District	122	94	28	29.8%
Santa Ana Unified School District	112	2	110	5,500.0%
Orange Unified School District	107	101	6	5.9%
Rialto Unified School District	102	81	21	25.9%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending December 30, 2014.

²⁴ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Education and Training Cluster Occupations

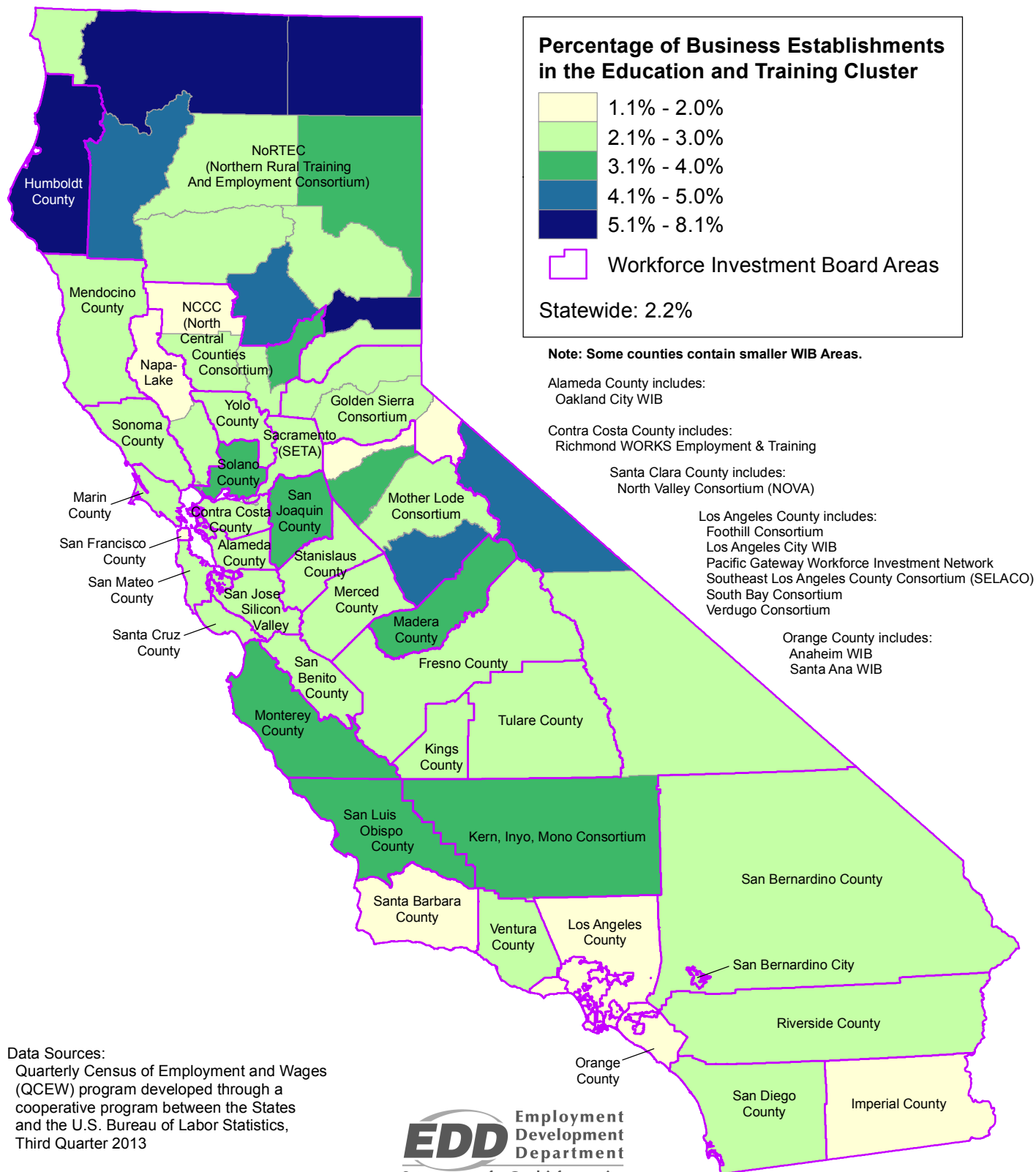
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Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Teacher Assistants	13.1501	Teacher Assistant/Aide	080200	Educational Aide (Teacher Assistant)
			080210	Educational Aide (Teacher Assistant), Bilingual
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		
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		
Registered Nurses	51.3801	Registered Nursing/Registered Nurse	123000	Nursing
	51.3808	Nursing Science	123010	Registered Nursing
	51.3818	Nursing Practice		
Office Clerks, General	52.0408	General Office Occupations and Clerical Services	N/A	N/A
Childcare Workers	19.0709	Child Care Provider/Assistant	130500	Child Development/Early Care and Education
			130540	Preschool Age Child
			130550	The School Age Child
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		

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](https://nces.ed.gov/ipeds/) at [www.nces.ed.gov](https://nces.ed.gov/); [California Community Colleges TOP-to-CIP Crosswalk](https://www.cccco.edu/) 6th Edition (2009), 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

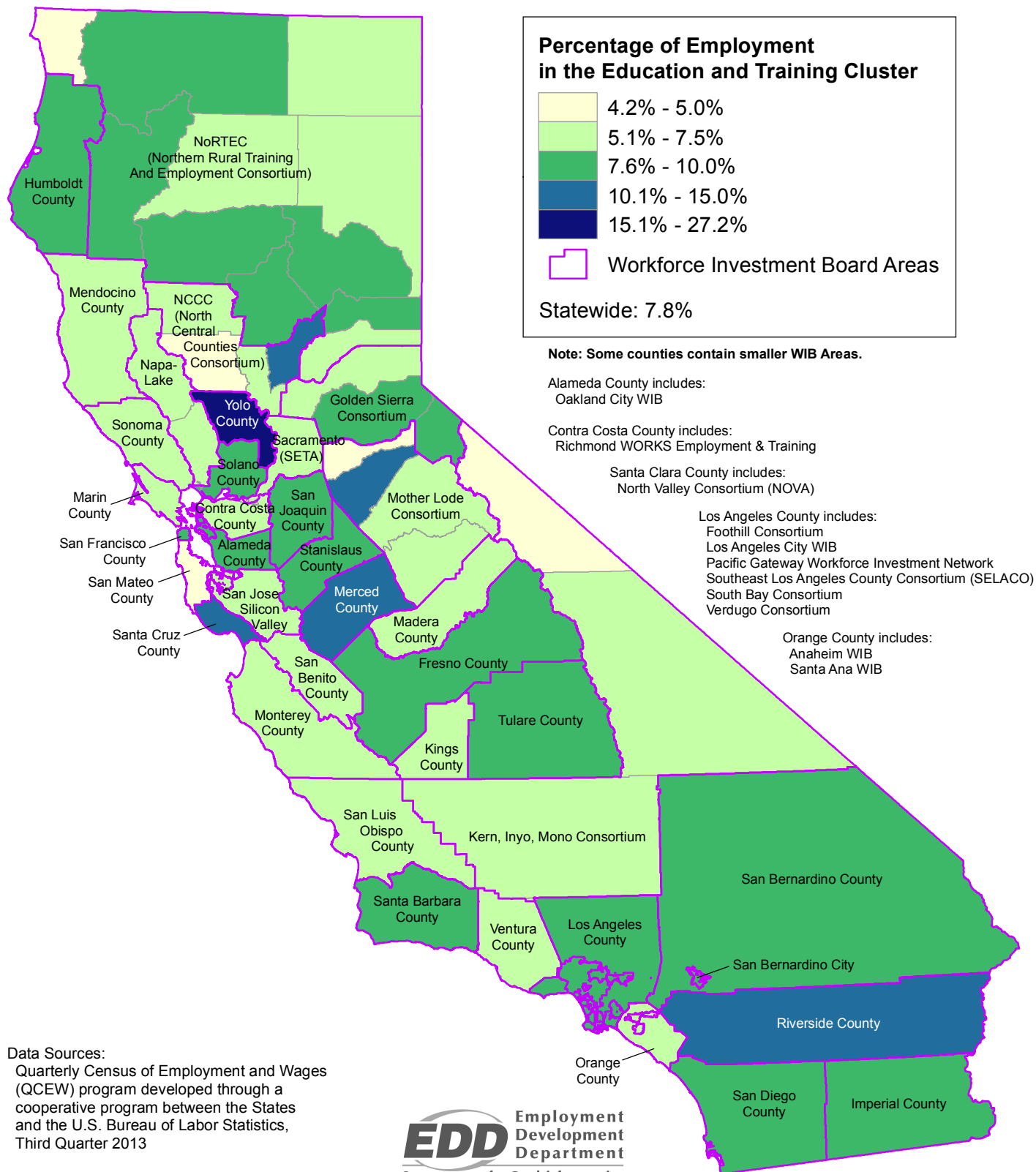
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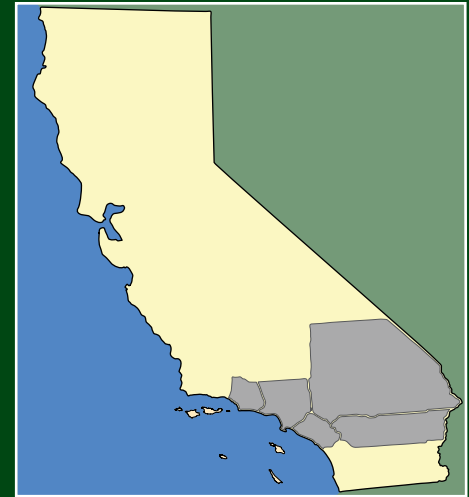
California Education and Training Cluster

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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July 2014



Occupational Analysis: Social Services Cluster

Southern Economic Market

February 2015

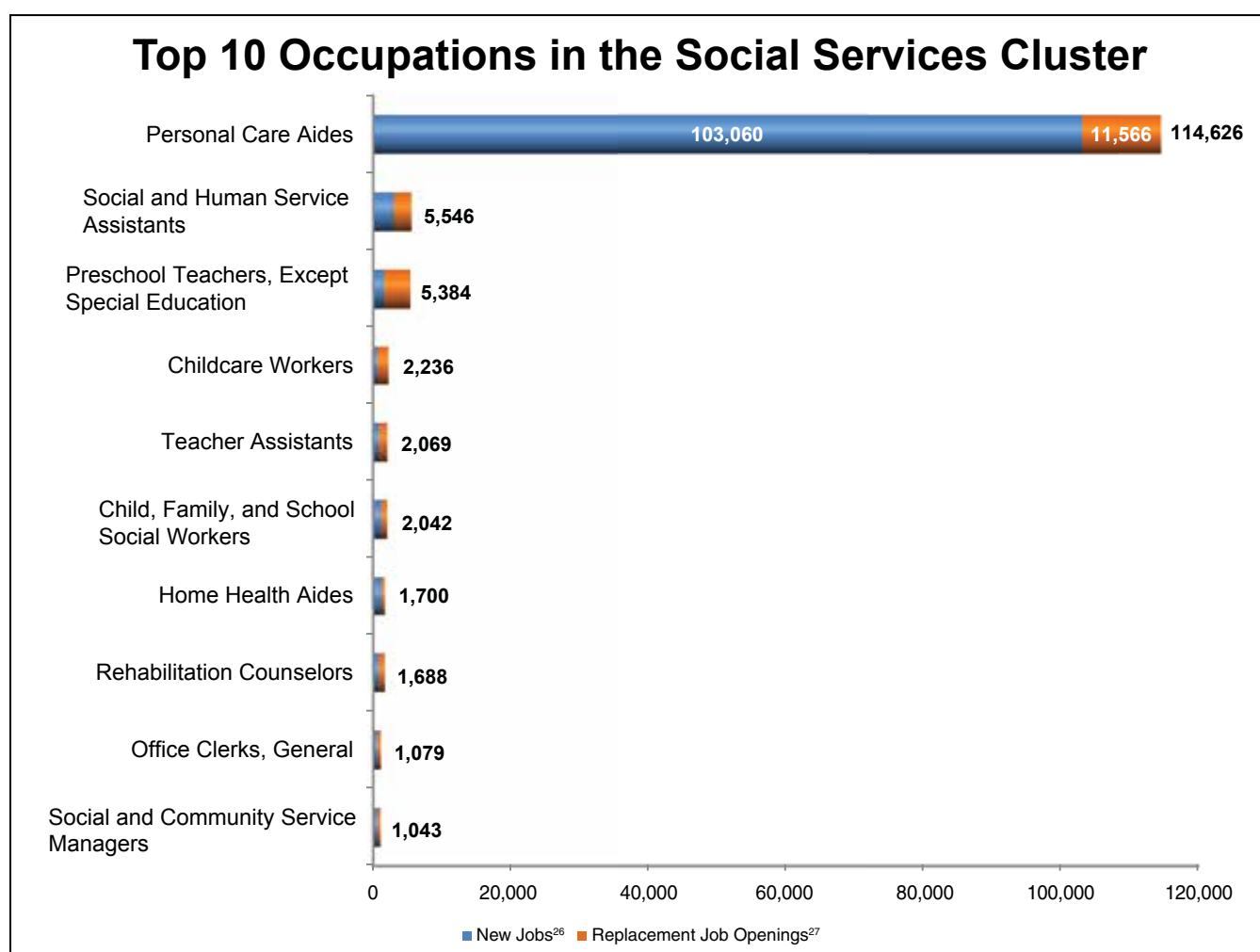
Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties

What is the Social Services Cluster?

The Social Services industry cluster is comprised of establishments and agencies (public and private) that provide non-residential social assistance for the elderly, children, teens and young adults, and the disabled. Examples include nonmedical in-home care programs, day care centers, and community food banks. Other establishments within this cluster are adoption and foster care services, crisis intervention centers, and meal delivery programs. 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 Social Services Cluster

The graph below identifies the top 10 occupations in the Social Services cluster, based on the Southern Economic Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 137,377 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as critical thinking, reading comprehension, active listening, speaking, writing, and monitoring.²⁵



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.

²⁵ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

²⁶ 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.

²⁷ 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 Social Services Cluster

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

Occupations	Total Job Openings ²⁸ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²⁹	HWOL Job Ads ³⁰ (120 days)
Personal Care Aides	114,626	\$10.20	\$21,223	Less than high school	4,265
Social and Human Service Assistants	5,546	\$15.62	\$32,495	High school diploma or equivalent	3,728
Preschool Teachers, Except Special Education	5,384	\$14.85	\$30,898	Associate's degree	1,899
Childcare Workers	2,236	\$11.56	\$24,038	High school diploma or equivalent	992
Teacher Assistants	2,069	N/A	\$30,321	Some college, no degree	2,674
Child, Family, and School Social Workers	2,042	\$22.96	\$47,745	Bachelor's degree	714
Home Health Aides	1,700	\$11.35	\$23,599	Less than high school	1,353
Rehabilitation Counselors	1,688	\$13.20	\$27,463	Master's degree	94
Office Clerks, General	1,079	\$14.88	\$30,944	High school diploma or equivalent	5,120
Social and Community Service Managers	1,043	\$35.41	\$73,643	Bachelor's degree	1,207

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 3rd Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending December 26, 2014.

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

²⁹ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

³⁰ 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 Social 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 Social Services cluster. The table includes the Southern Economic 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 ³¹ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
Child, Family, and School Social Workers	2,042	\$22.96	\$47,745	714
Rehabilitation Counselors	1,688	\$13.20	\$27,463	94
Social and Community Service Managers	1,043	\$35.41	\$73,643	1,207
General and Operations Managers	981	\$51.64	\$107,422	3,308
Education Administrators, Preschool and Childcare Center/Program	649	\$27.14	\$56,463	267
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Preschool Teachers, Except Special Education	5,384	\$14.85	\$30,898	1,899
Teacher Assistants	2,069	N/A	\$30,321	2,674
Nursing Assistants	497	\$13.36	\$27,783	1,154
Registered Nurses	406	\$44.04	\$91,606	20,544
Computer User Support Specialists	280	\$25.64	\$53,327	6,426
Requires a High School Diploma or Equivalent or Less				
Personal Care Aides	114,626	\$10.20	\$21,223	4,265
Social and Human Service Assistants	5,546	\$15.62	\$32,495	3,728
Childcare Workers	2,236	\$11.56	\$24,038	992
Home Health Aides	1,700	\$11.35	\$23,599	1,353
Office Clerks, General	1,079	\$14.88	\$30,944	5,120

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 3rd Q 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending December 26, 2014.

³¹ Total job openings are the sum of new jobs and replacement job openings.

Skill Requirements in the Social Services Cluster

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

Occupations	Skills															
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Monitoring	Negotiation	Persuasion	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking
Requires a Bachelor's Degree or Higher																
Child, Family, and School Social Workers		●		●	●						●	●	●	●	●	●
Rehabilitation Counselors		●	●	●	●					●		●	●	●	●	●
Social and Community Service Managers		●		●	●				●	●			●		●	●
General and Operations Managers	●	●		●	●				●	●			●		●	●
Education Administrators, Preschool and Childcare Center/Program		●			●		●	●	●	●			●		●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																
Preschool Teachers, Except Special Education		●		●	●			●		●			●	●	●	●
Teacher Assistants		●		●	●	●		●		●			●		●	●
Nursing Assistants	●	●		●	●					●			●	●	●	●
Registered Nurses	●	●		●	●			●		●			●	●	●	●
Computer User Support Specialists	●	●		●	●	●				●			●	●		●
Requires a High School Diploma or Equivalent or Less																
Personal Care Aides	●	●		●	●					●			●	●	●	●
Social and Human Service Assistants		●		●	●		●			●			●	●	●	●
Childcare Workers	●	●		●	●		●	●		●				●	●	●
Home Health Aides	●	●		●	●			●		●			●	●	●	●
Office Clerks, General		●		●	●					●			●	●	●	●

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

Work Activities in the Social Services Cluster

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

Occupations	Work Activities																			
	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	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	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
Requires a Bachelor's Degree or Higher																				
Child, Family, and School Social Workers	●		●	●			●		●					●	●		●			●
Rehabilitation Counselors	●	●	●	●			●		●						●		●			●
Social and Community Service Managers	●		●	●	●		●			●				●					●	●
General and Operations Managers			●	●	●		●							●		●	●			●
Education Administrators, Preschool and Childcare Center/Program	●	●		●			●							●			●	●	●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Preschool Teachers, Except Special Education	●			●			●							●	●		●			●
Teacher Assistants	●	●		●			●		●						●		●			●
Nursing Assistants	●			●			●		●		●	●		●	●		●			●
Registered Nurses	●			●			●		●			●	●	●	●		●			●
Computer User Support Specialists				●			●		●			●	●	●			●			●
Requires a High School Diploma or Equivalent or Less																				
Personal Care Aides	●			●		●	●				●	●		●	●		●			
Social and Human Service Assistants	●			●		●		●				●		●			●			●
Childcare Workers	●			●			●				●			●	●		●			●
Home Health Aides	●			●		●	●				●	●		●			●			●
Office Clerks, General	●			●		●	●		●				●				●			●

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

Related Occupations for the Social Services Cluster

The table below lists top occupations in the Social 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 Social Services cluster occupations.

Social Services Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Child, Family, and School Social Workers	<ul style="list-style-type: none"> • Mental Health and Substance Abuse Social Workers • Mental Health Counselors • Substance Abuse and Behavioral Disorder Counselors
Rehabilitation Counselors	<ul style="list-style-type: none"> • Child, Family, and School Social Workers • Healthcare Social Workers • Social and Human Service Assistants
Social and Community Service Managers	<ul style="list-style-type: none"> • Child, Family, and School Social Workers • Education Administrators, Postsecondary • Medical and Health Services Managers
General and Operations Managers	<ul style="list-style-type: none"> • First-Line Supervisors of Office and Administrative Support Workers • Logistics Managers • Storage and Distribution Managers
Education Administrators, Preschool and Childcare Center Program	<ul style="list-style-type: none"> • Directors, Religious Activities and Education • First-Line Supervisors of Office and Administrative Support Workers • Patient Representatives
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Preschool Teachers, Except Special Education	<ul style="list-style-type: none"> • Childcare Workers • Kindergarten Teachers, Except Special Education • Nannies
Teacher Assistants	<ul style="list-style-type: none"> • Nannies • Personal Care Aides • Social and Human Service Assistants
Nursing Assistants ³²	<ul style="list-style-type: none"> • N/A
Registered Nurses	<ul style="list-style-type: none"> • Cardiovascular Technologists and Technicians • Emergency Medical Technicians and Paramedics • Licensed Practical and Licensed Vocational Nurses
Computer User Support Specialists	<ul style="list-style-type: none"> • Audio-Visual and Multimedia Collections Specialists • Electrical Engineering Technicians • Web Administrators
Requires a High School Diploma or Equivalent or Less	
Personal Care Aides	<ul style="list-style-type: none"> • Home Health Aides • Occupational Therapy Aides • Physical Therapist Aides
Social and Human Service Assistants	<ul style="list-style-type: none"> • Correctional Officers and Jailers • Teacher Assistants • Recreation Workers
Childcare Workers	<ul style="list-style-type: none"> • Bill and Account Collectors • Medical Secretaries • Receptionists and Information Clerks
Home Health Aides	<ul style="list-style-type: none"> • Childcare Workers • Medical Assistants • Occupational Therapy Aides
Office Clerks, General	<ul style="list-style-type: none"> • Bill and Account Collectors • Medical Secretaries • Receptionists and Information Clerks

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

³² Currently no related occupations reported by O*NET.

Employer Demand for the Social Services Cluster

The following table lists the Southern Economic Market employers in the Social Services cluster who posted the most job advertisements during the 120-day period ending December 26, 2014. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Social Services Cluster Employers	Recent Job Advertisements ³³ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Medical Staffing Solutions, LLC	204	1	203	20,300.0%
Learning Care Group	173	5	168	3,360.0%
The Mentor Network	135	32	103	321.9%
Cornerstone OnDemand, Inc.	122	43	79	183.7%
Volunteers of America	89	133	-44	-33.1%
The American National Red Cross	72	130	-58	-44.6%
Child Development, Inc.	59	50	9	18.0%
Child Care Resource Center	50	3	47	1,566.7%
Kindercare	46	5	41	820.0%
Knowledge Learning Corporation	46	32	14	43.8%
American Cancer Society	45	40	5	12.5%
Easter Seals	39	61	-22	-36.1%
Catapult Learning	31	17	14	82.4%
YMCA	31	5	26	520.0%
AIDS Project Los Angeles	27	14	13	92.9%
Jewish Family Services	26	30	-4	-13.3%
Tutor Time	22	12	10	83.3%
PARA LOS NINOS	22	30	-8	-26.7%
Elder Wisdom Circle	22	0	22	—
North Orange County Regional Occupational Program	21	12	9	75.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending December 26, 2014.

³³ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Social Services Cluster Occupations

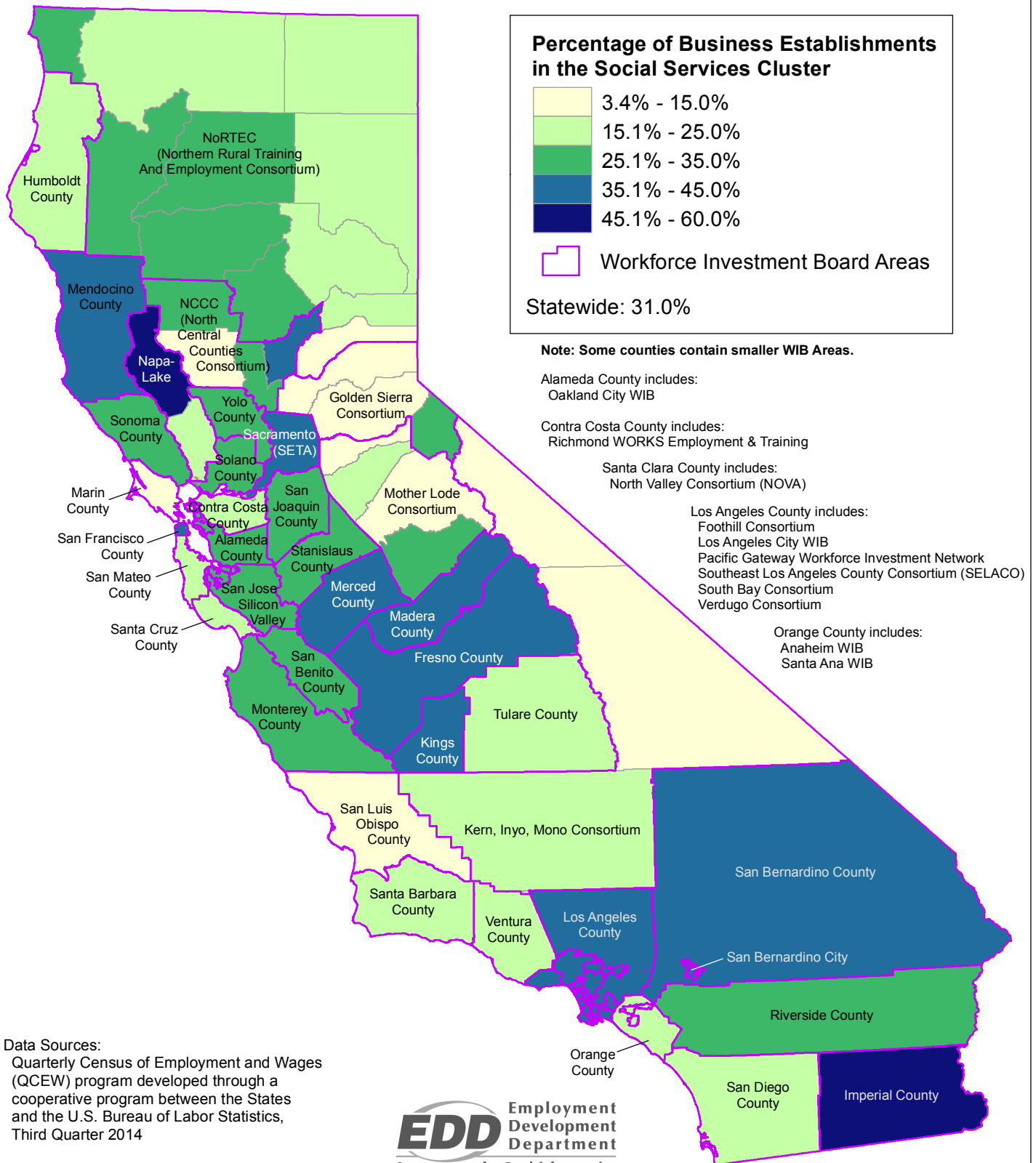
The table below provides examples of instructional programs related to some of the top occupations in the Social Services cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Social 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
Preschool Teachers, Except Special Education	13.1209	Kindergarten/Preschool Education and Teaching	080200	Educational Aide (Teacher Assistant)
	13.1210	Early Childhood Education and Teaching	080210	Educational Aide (Teacher Assistant), Bilingual
	19.0708	Child Care and Support Services Management		
Nursing Assistants	51.2601	Health Aide	123000	Nursing
	51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide		
	51.3999	Practical Nursing, Vocational Nursing and Nursing Assistants, Other		
Registered Nurses	51.3815	Occupational and Environmental Health Nursing	123010	Registered Nursing
	51.3816	Emergency Room/Trauma Nursing		
	51.3818	Nursing Practice		
Computer User Support Specialists	01.0106	Agricultural Business Technology	N/A	N/A
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
Personal Care Aides	51.2602	Home Health Aide/Home Attendant	N/A	N/A
Social and Human Service Assistants	19.0710	Developmental Services Worker	210400	Human Services
	44.0000	Human Services, General		
Childcare Workers	19.0709	Child Care Provider/Assistant	130500	Child Development/Early Care and Education
			130540	Preschool Age Child
Home Health Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
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) 6th Edition (2009), www.cccco.edu.

California Social Services Cluster

Percentage of Total County Establishments, 2014



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 2014

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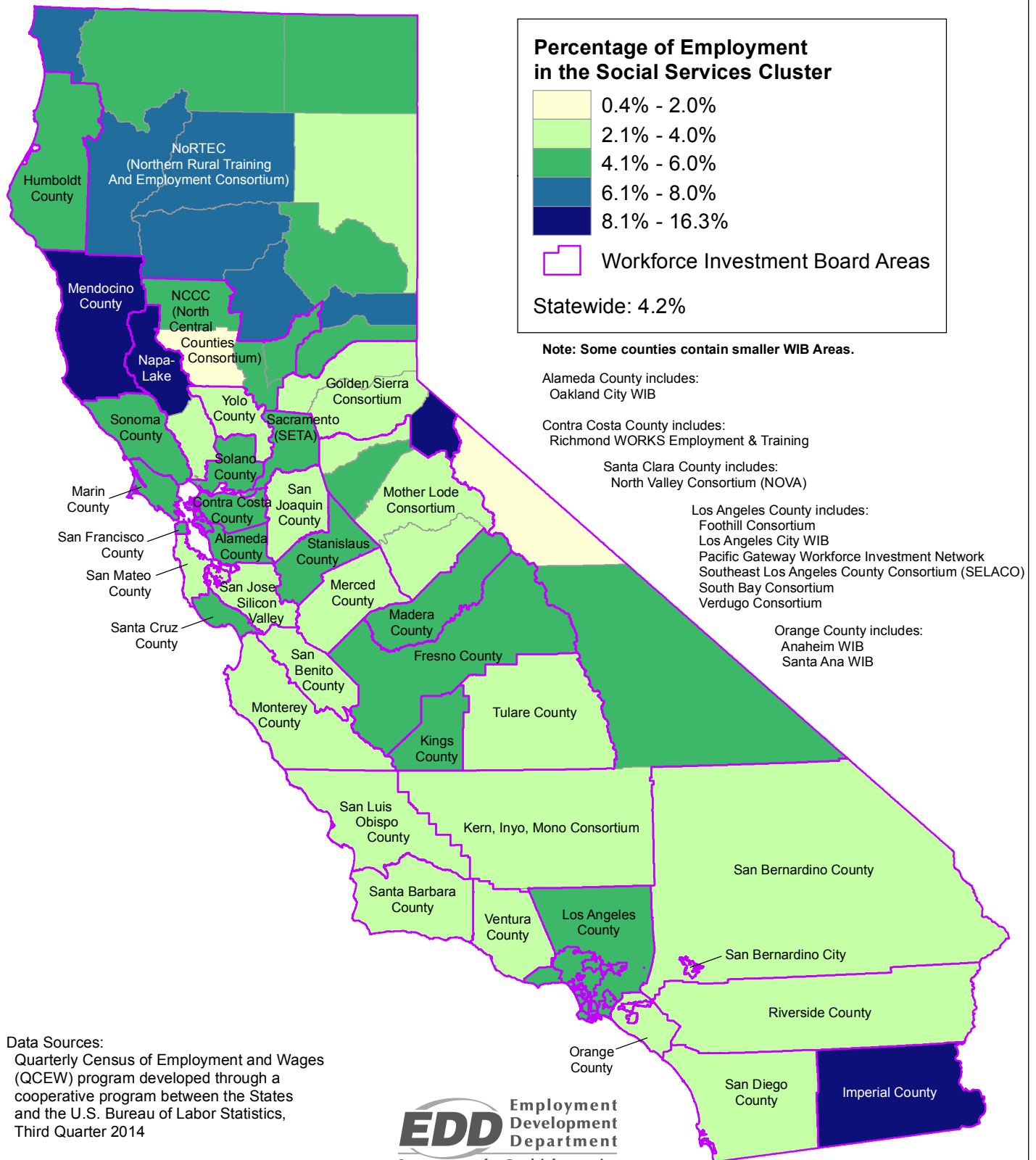
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California Social Services Cluster

Percentage of Total County Employment, 2014



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 2014

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