

# Regional Economic Analysis Profile

Sacramento Economic Sub-Market

Sutter and Yuba Counties

May 2015



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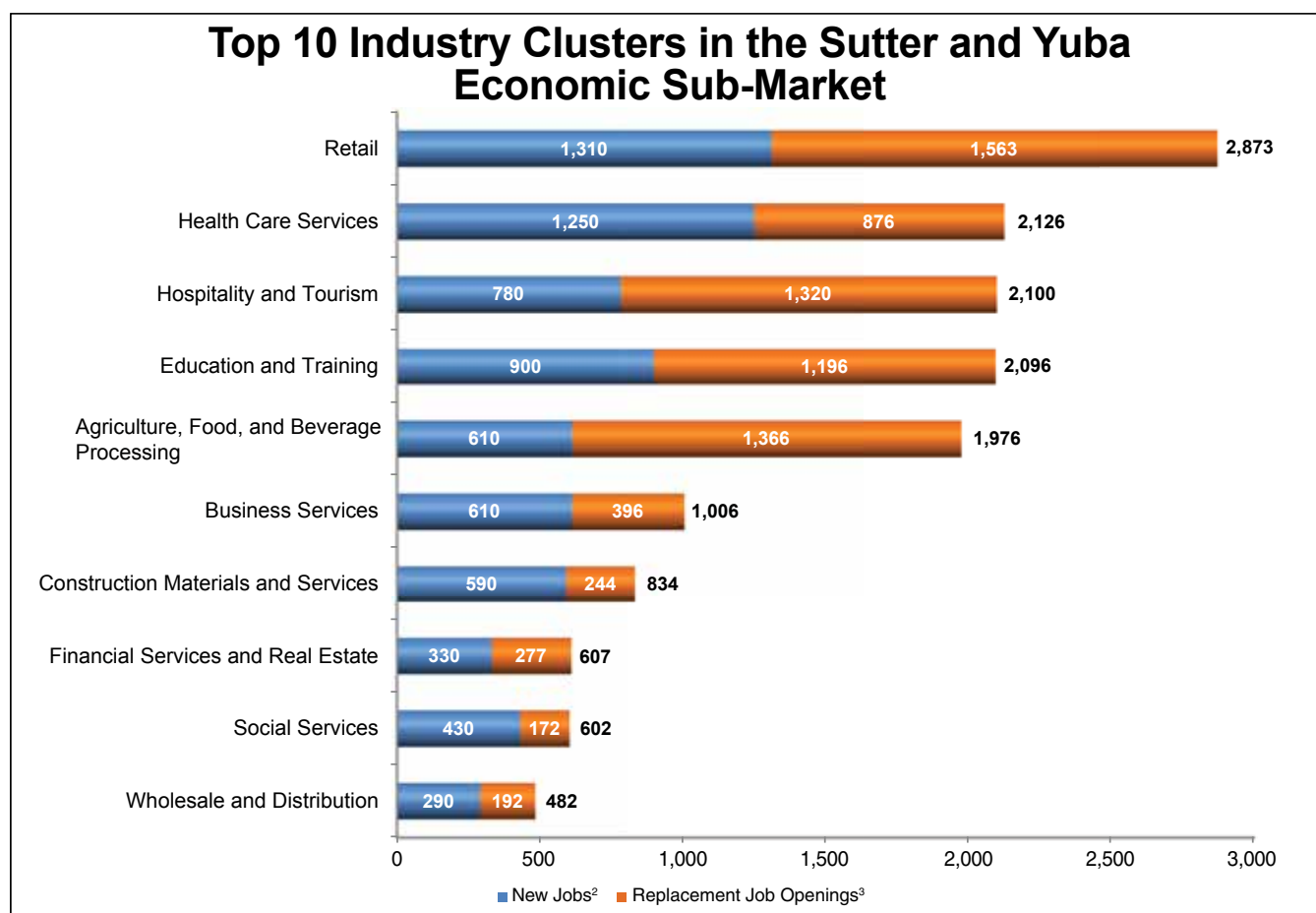
# SUMMARY OF THE SUTTER AND YUBA ECONOMIC SUB-MARKET INDUSTRY CLUSTERS

## 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 openings<sup>1</sup> 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](http://www.labormarketinfo.edd.ca.gov).

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

<sup>2</sup> New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

<sup>3</sup> Replacement 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 Sutter and Yuba 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 more than 5,000 workers, or 13.3 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
- Department Stores
- Automobile Dealers
- Grocery Stores
- Building Material and Supplies Dealers

The **Health Care Services** industry cluster includes acute care and outpatient hospitals, nursing home and rehabilitation centers, adult day care centers, and community service agencies for the elderly. It employed less than 5000 people in the economic sub-market during 2013-2014,\* accounting for 12.1 percent of the workforce. Top industries within this cluster include:

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

The **Hospitality and Tourism** industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. It employed more than 4,000 people in the economic sub-market during 2013-2014,\* accounting for 11.3 percent of the workforce. Industries within this cluster with the most projected job openings include:

- Restaurants and Other Eating Places
- Traveler Accommodation
- Other Amusement and Recreation Industries
- Special Food Services
- RV (Recreational Vehicle) Parks and Recreational Camps

The **Education and Training** industry cluster is comprised of elementary and high schools, community colleges, universities, and professional schools with programs such as dental, law, and medical. Other establishments include English as a Second Language (ESL) programs, test preparation and tutoring, or driving instruction. During 2013-2014,\* this cluster employed more than 5,000 people in the economic sub-market, accounting for 14.2 percent of the workforce. Top industries within this cluster include:

- Elementary and Secondary Schools
- Junior Colleges
- Other Schools and Instruction
- Business Schools and Computer and Management Training
- Colleges, Universities, and Professional Schools

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 over 5,000 people during 2013-2014,\* or 14.2 percent of the economic sub-market's workforce. Top industries in this cluster include:

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

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

## INDUSTRY CLUSTER DESCRIPTIONS

The **Business Services** industry cluster is comprised of industries that include temporary help agencies, employer organizations, janitorial services, security systems services, and carpet cleaning establishments. In total, the cluster employed almost 2,000 people and accounted for 5 percent of the economic sub-market's workforce in 2013-2014.\* Top industries in this cluster include:

- Employment Services
- Services to Buildings and Dwellings
- Other Support Services
- Investigation and Security Services
- Office Administrative 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. In total, the cluster employed over 1,000 people and accounted for 3.8 percent of the economic sub-market's workforce in 2013-2014.\* Top industries within this cluster include:

- Building Equipment Contractors
- Nonresidential Building Construction
- Other Heavy and Civil Engineering Construction
- Building Finishing Contractors
- Residential Building Construction

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 1,000 people, which accounted for 3.2 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
- Offices of Real Estate Agents and Brokers
- Nondepository Credit Intermediation
- Activities Related to Credit Intermediation

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 nearly 2,000 people and accounted for 5 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 **Wholesale and Distribution** cluster includes industries engaged in selling durable and nondurable goods to other businesses. Merchant wholesalers sell goods such as groceries, pharmaceuticals, and motor vehicles and parts. During 2013-2014,\* over 1,000 people were employed in the economic sub-market, which accounted for 2.7 percent of the economic market's workforce. Industries with the highest number of expected job openings include:

- Machinery, Equipment, and Supplies Merchant Wholesalers
- Grocery and Related Product Merchant Wholesalers
- Commercial and Industrial Machinery and Equipment Rental and Leasing
- Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers
- Professional and Commercial Equipment and Supplies Merchant Wholesalers

\* 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 Sutter and Yuba 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

## 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

## Hospitality and Tourism (Continued)

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

## 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

## 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



# INDUSTRY CLUSTER DEFINITIONS

## Agriculture, Food, and Beverage Processing (Continued)

- 3253 Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing
- 3261 Plastics Product 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

## 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

## 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

## Wholesale and Distribution

- 4231 Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers
- 4233 Lumber and Other Construction Materials Merchant Wholesalers
- 4234 Professional and Commercial Equipment and Supplies Merchant Wholesalers
- 4235 Metal and Mineral (except Petroleum) Merchant Wholesalers
- 4237 Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers
- 4238 Machinery, Equipment, and Supplies Merchant Wholesalers
- 4239 Miscellaneous Durable Goods Merchant Wholesalers
- 4241 Paper and Paper Product Merchant Wholesalers
- 4242 Drugs and Druggists' Sundries Merchant Wholesalers
- 4244 Grocery and Related Product Merchant Wholesalers
- 4245 Farm Product Raw Material Merchant Wholesalers
- 4248 Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers
- 5323 General Rental Centers
- 5324 Commercial and Industrial Machinery and Equipment Rental and Leasing



# Occupational Analysis: Retail Cluster

Sacramento Economic Sub-Market

Sutter and Yuba Counties

May 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 Sutter and Yuba Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 2,873 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.<sup>4</sup>



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

<sup>4</sup> U.S. Department of Labor's [Occupational Information Network \(O\\*NET\)](http://www.onetonline.org) at [www.onetonline.org](http://www.onetonline.org).

<sup>5</sup> New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

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

## Top 10 Occupations and Recent Job Demand in the Retail Cluster

The table below further profiles the Sutter and Yuba 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 CalJOBS<sup>SM</sup> ([www.caljobs.ca.gov](http://www.caljobs.ca.gov)), California's online job listing system.

Occupations	Total Job Openings <sup>7</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education <sup>8</sup>	HWOL Job Ads <sup>9</sup> (120 days)
Cashiers	734	\$11.66	\$24,248	Less than high school	16
Retail Salespersons	721	\$10.55	\$21,961	Less than high school	69
Stock Clerks and Order Fillers	242	\$11.44	\$23,783	Less than high school	24
First-Line Supervisors of Retail Sales Workers	208	\$21.44	\$44,597	High school diploma or equivalent	44
Customer Service Representatives	72	\$13.96	\$29,055	High school diploma or equivalent	55
Laborers and Freight, Stock, and Material Movers, Hand	63	\$13.61	\$28,298	Less than high school	16
Automotive Service Technicians and Mechanics	58	\$19.86	\$41,325	High school diploma or equivalent	32
Automotive and Watercraft Service Attendants	41	\$11.27	\$23,447	Less than high school	0
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	40	\$10.72	\$22,292	Less than high school	0
Parts Salespersons	38	\$13.21	\$27,479	Less than high school	8

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending April 20, 2015.

<sup>7</sup> Total job openings are the sum of new jobs and replacement job openings.

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

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

## Top Occupations for the Retail Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Retail cluster. The table includes the Sutter and Yuba 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 <sup>10</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	37	\$44.11	\$91,747	7
Pharmacists	27	\$67.82	\$141,071	5
Sales Managers	2	\$36.13	\$75,152	3
Chief Executives	2	\$72.12	\$150,002	10
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Medical Assistants	10	\$15.02	\$31,237	15
Hairdressers, Hairstylists, and Cosmetologists	5	\$10.92	\$22,722	36
Computer User Support Specialists	2	\$23.53	\$48,951	20
<b>Requires a High School Diploma or Equivalent or Less</b>				
Cashiers	734	\$11.66	\$24,248	16
Retail Salespersons	721	\$10.55	\$21,961	69
Stock Clerks and Order Fillers	242	\$11.44	\$23,783	24
First-Line Supervisors of Retail Sales Workers	208	\$21.44	\$44,597	44
Customer Service Representatives	72	\$13.96	\$29,055	55

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; The Conference Board *Help Wanted OnLine™* (HWOL) Data Series, 120-day period ending April 20, 2015.

<sup>10</sup> Total job openings are the sum of new jobs and replacement job openings.

## Skill Requirements in the Retail Cluster

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

Occupations	Skills																		
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Management of Financial Resources	Management of Personnel Resources	Monitoring	Negotiation	Persuasion	Reading Comprehension	Science	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis
<b>Requires a Bachelor's Degree or Higher</b>																			
General and Operations Managers	●	●		●	●					●	●			●			●	●	
Pharmacists	●	●			●	●					●			●	●		●	●	
Sales Managers				●	●		●			●	●		●				●	●	●
Chief Executives		●	●	●			●		●	●	●		●					●	●
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																			
Medical Assistants	●	●		●	●						●			●		●	●	●	●
Hairdressers, Hairstylists, and Cosmetologists	●	●			●	●		●			●		●			●	●	●	
Computer User Support Specialists	●	●		●	●	●					●			●		●		●	●
<b>Requires a High School Diploma or Equivalent or Less</b>																			
Cashiers		●		●	●						●			●		●	●	●	●
Retail Salespersons		●			●						●	●	●	●		●	●	●	●
Stock Clerks and Order Fillers <sup>11</sup>	●	●	●	●	●						●			●		●	●	●	●
First-Line Supervisors of Retail Sales Workers					●	●				●	●	●	●	●			●	●	●
Customer Service Representatives		●		●	●						●		●	●		●	●	●	●

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

<sup>11</sup> Skills listed 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 interpersonal relationships; organizing, planning and prioritizing work; and communicating with supervisors, peers, or subordinates.

Occupations	Work Activities																														
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Developing Objectives and Strategies	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 for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	Resolving Conflicts and Negotiating with Others	Scheduling Work and Activities	Selling or Influencing Others	Thinking Creatively	Training and Teaching Others	Updating and Using Relevant Knowledge	
Requires a Bachelor's Degree or Higher																															
General and Operations Managers				●	●		●			●							●		●	●					●	●		●			
Pharmacists	●	●								●	●				●			●		●	●		●								●
Sales Managers			●	●	●		●			●			●				●			●					●		●		●		
Chief Executives				●	●			●		●			●				●		●	●				●	●						
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																															
Medical Assistants		●			●				●	●		●			●			●		●	●										●
Hairdressers, Hairstylists, and Cosmetologists		●		●						●		●		●						●	●			●					●		●
Computer User Support Specialists					●					●		●			●	●	●			●			●						●		●
Requires a High School Diploma or Equivalent or Less																															
Cashiers				●	●					●		●		●			●				●	●				●		●			
Retail Salespersons				●	●					●				●			●			●	●							●	●		●
Stock Clerks and Order Fillers <sup>12</sup>					●	●				●				●	●					●	●	●							●	●	
First-Line Supervisors of Retail Sales Workers			●		●					●		●		●			●			●	●				●	●					
Customer Service Representatives				●	●					●		●			●		●			●			●		●						●

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

<sup>12</sup> Work Activities listed 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
<b>Requires a Bachelor's Degree or Higher</b>	
General and Operations Managers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> <li>• Logistics Managers</li> <li>• Storage and Distribution Managers</li> </ul>
Pharmacists	<ul style="list-style-type: none"> <li>• Health Specialties Teachers, Postsecondary</li> <li>• Medical Scientists, Except Epidemiologists</li> <li>• Nursing Instructors and Teachers, Postsecondary</li> </ul>
Sales Managers	<ul style="list-style-type: none"> <li>• Financial Managers, Branch or Department</li> <li>• Logistics Managers</li> <li>• Transportation Managers</li> </ul>
Chief Executives	<ul style="list-style-type: none"> <li>• Medical and Health Services Managers</li> <li>• Sales Managers</li> <li>• Treasurers and Controllers</li> </ul>
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>	
Medical Assistants	<ul style="list-style-type: none"> <li>• Licensed Practical and Licensed Vocational Nurses</li> <li>• Neurodiagnostic Technologists</li> <li>• Pharmacy Technicians</li> </ul>
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> <li>• Massage Therapists</li> <li>• Dental Assistants</li> <li>• Skincare Specialists</li> </ul>
Computer User Support Specialists	<ul style="list-style-type: none"> <li>• Audio and Video Equipment Technicians</li> <li>• Computer, Automated Teller, and Office Machine Repairers</li> <li>• Computer Operators</li> </ul>
<b>Requires a High School Diploma or Equivalent or Less</b>	
Cashiers	<ul style="list-style-type: none"> <li>• Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop</li> <li>• Stock Clerks, Sales Floor</li> <li>• Waiters and Waitresses</li> </ul>
Retail Salespersons	<ul style="list-style-type: none"> <li>• Counter and Rental Clerks</li> <li>• Hotel, Motel, and Resort Desk Clerks</li> <li>• Tellers</li> </ul>
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> <li>• Cashiers</li> <li>• Dining Room and Cafeteria Attendants and Bartender Helpers</li> <li>• Marking Clerks</li> </ul>
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Food Preparation and Serving Workers</li> <li>• Hotel, Motel, and Resort Desk Clerks</li> <li>• Retail Salespersons</li> </ul>
Customer Service Representatives	<ul style="list-style-type: none"> <li>• Bill and Account Collectors</li> <li>• Hotel, Motel, and Resort Desk Clerks</li> <li>• Receptionists and Information Clerks</li> </ul>

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

## Employer Demand for the Retail Cluster

The following table lists the Sutter and Yuba Economic Sub-Market employers in the Retail cluster who posted the most job advertisements during the 120-day period ending April 20, 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 <sup>13</sup> (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Lowe's	20	19	1	5.3%
Home Depot	9	2	7	350.0%
Winco Foods	7	1	6	600.0%
Office Depot	5	4	1	25.0%
Sears Holdings Corporation	4	19	-15	-78.9%
JC Penney	3	2	1	50.0%
American Greetings Corporation	2	0	2	—
Staples	2	0	2	—
RadioShack Corporation	2	0	2	—
Circle K	2	0	2	—
Walmart	2	0	2	—
Boot Barn	2	0	2	—
Toys"R"Us	2	10	-8	-80.0%
Rue 21	1	1	0	—
Wheeler Auto Center	1	1	0	—
99 Cents Only Stores	1	0	1	—
Forever 21, Inc.	1	3	-2	-66.7%
Decker Truck Line	1	0	1	—

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending April 20, 2015.

<sup>13</sup> Totals do not include employers with anonymous job advertisements.

## Instructional Programs for the Top Retail Cluster Occupations

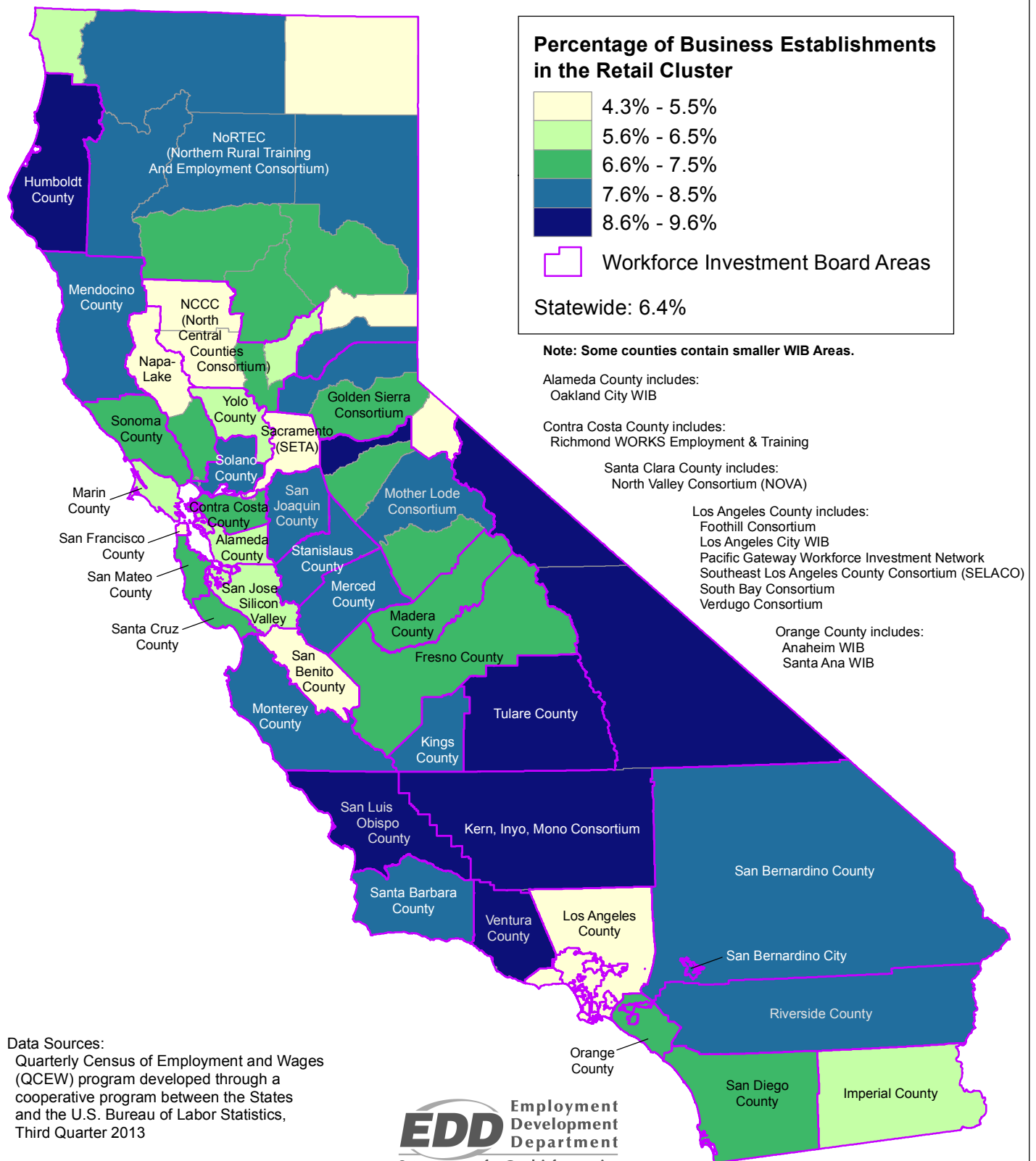
The table below provides examples of instructional programs related to some of the top occupations in the Retail cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Retail cluster.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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Medical Assistants	51.0710	Medical Office Assistant/Specialist	051420	Medical Office Technology
	51.0712	Medical Reception/Receptionist	120800	Medical Assisting
	51.0713	Medical Insurance Coding Specialist/Coder	120810	Clinical Medical Assisting
Hairdressers, Hairstylists, and Cosmetologists	12.0406	Make-Up Artist/Specialist	300700	Cosmetology and Barbering
	12.0407	Hair Styling/Stylist and Hair Design		
	12.0412	Salon/Beauty Salon Management/Manager		
Computer User Support Specialists	01.0106	Agricultural Business Technology	070820	Computer Support
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	
First-Line Supervisors of Retail Sales Workers	52.0212	Retail Management	050650	Retail Store Operations and Management
	52.1803	Retailing and Retail Operations	050940	Sales and Salesmanship
	52.1804	Selling Skills and Sales Operations	050960	Display
Customer Service Representatives	52.0406	Receptionist	051800	Customer Service
	52.0411	Customer Service Support/Call Center/Teleservice Operation		

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

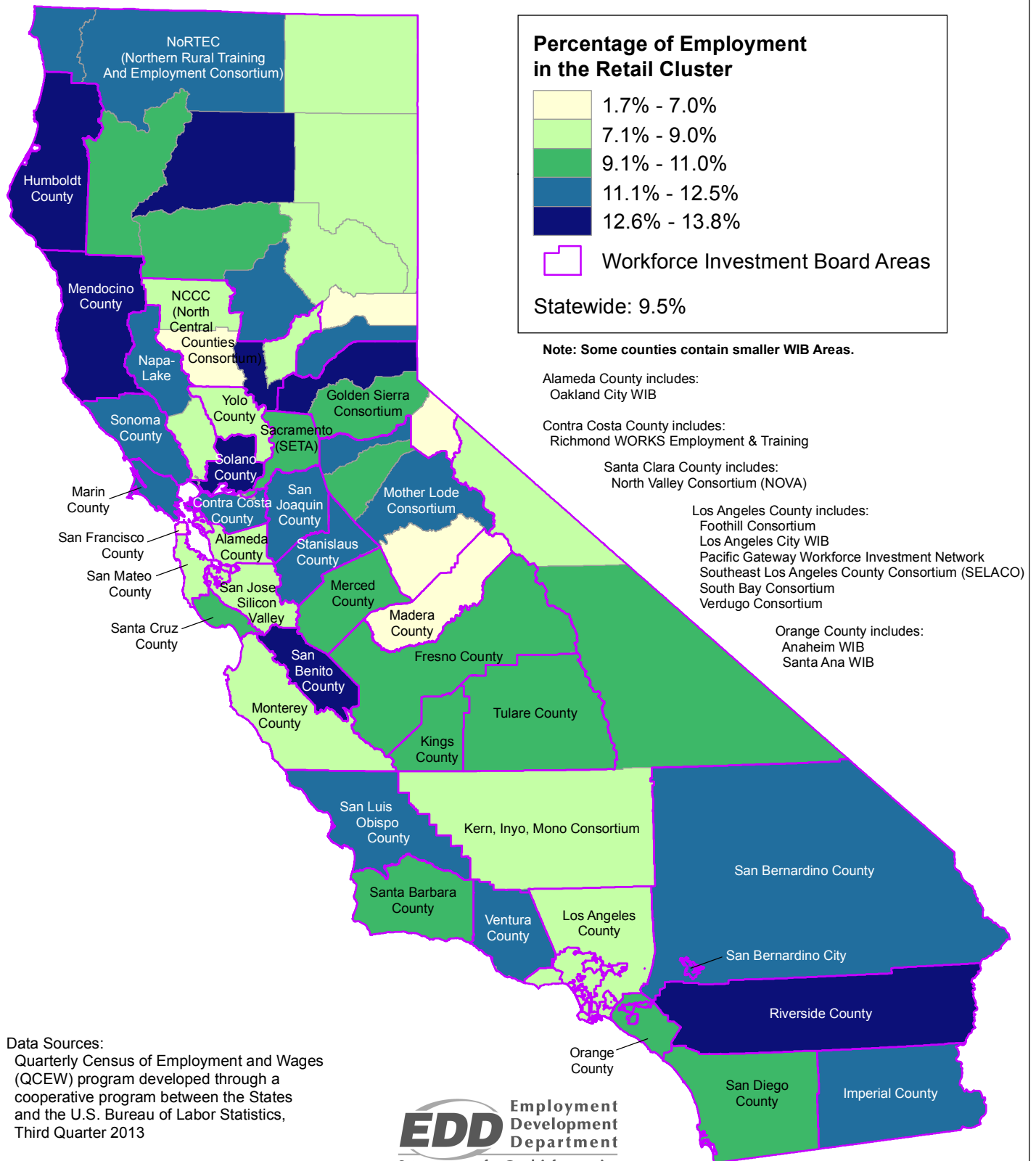
**EDD** Employment Development Department  
State of California

**LaborMarketInfo**

File T036

# California Retail Cluster

Percentage of Total County Employment, 2013



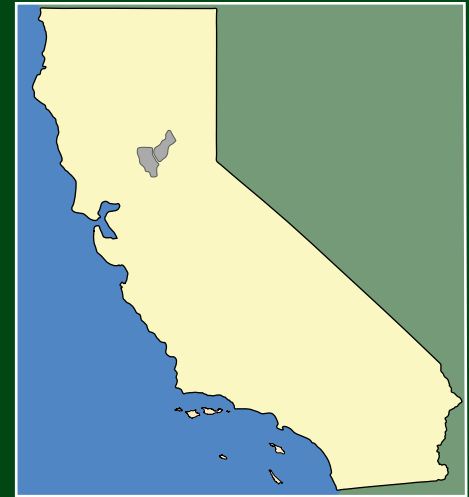
Data Sources:  
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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California Employment Development Department  
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July 2014

**EDD** Employment Development Department  
State of California

**LaborMarketInfo**

File T036



# Occupational Analysis: Health Care Services Cluster

Sacramento Economic Sub-Market

Sutter and Yuba Counties

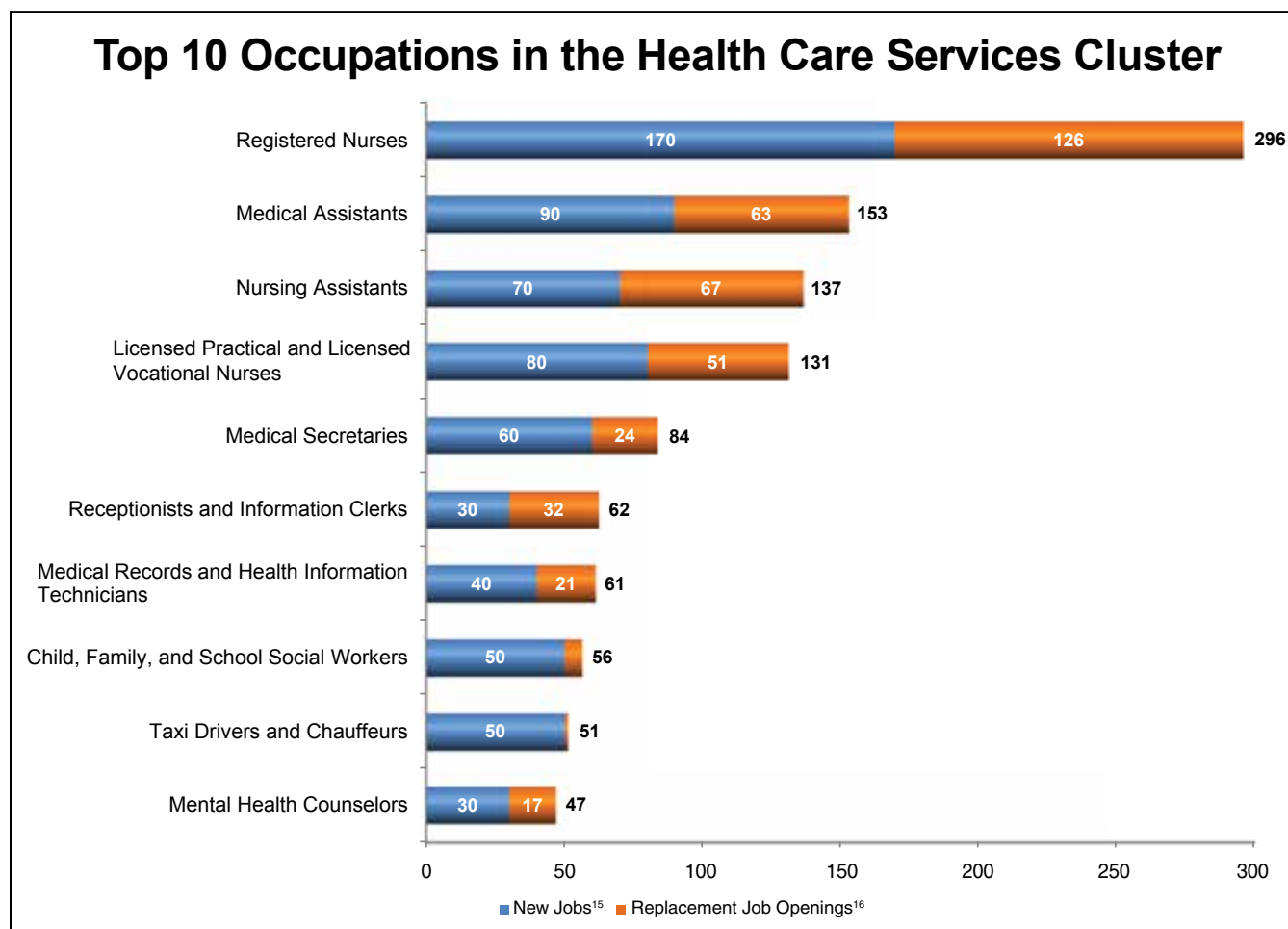
May 2015

## What is the Health Care Services Cluster?

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

## Top 10 Occupations in the Health Care Services Cluster

The graph below identifies the top 10 occupations in the Health Care Services cluster, based on the Sutter and Yuba Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represents half of the 2,126 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.<sup>14</sup>



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

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

<sup>15</sup> New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

<sup>16</sup> 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 Health Care Services Cluster

The table below further profiles the Sutter and Yuba 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 CalJOBS<sup>SM</sup> ([www.caljobs.ca.gov](http://www.caljobs.ca.gov)), California's online job listing system.

Occupations	Total Job Openings <sup>17</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education <sup>18</sup>	HWOL Job Ads <sup>19</sup> (120 days)
Registered Nurses	296	\$32.95	\$68,522	Associate's degree	332
Medical Assistants	153	\$15.02	\$31,237	Postsecondary non-degree	15
Nursing Assistants	137	\$13.16	\$27,364	Postsecondary non-degree	12
Licensed Practical and Licensed Vocational Nurses	131	\$21.38	\$44,488	Postsecondary non-degree	27
Medical Secretaries	84	\$15.83	\$32,924	High school diploma or equivalent	36
Receptionists and Information Clerks	62	\$12.99	\$27,022	High school diploma or equivalent	103
Medical Records and Health Information Technicians	61	\$14.92	\$31,039	Postsecondary non-degree award	11
Child, Family, and School Social Workers	56	\$26.82	\$55,783	Bachelor's degree	7
Taxi Drivers and Chauffeurs	51	\$9.77	\$20,319	Less than high school	4
Mental Health Counselors	47	N/A	N/A	Master's degree	3

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending April 20, 2015.

<sup>17</sup> Total job openings are the sum of new jobs and replacement job openings.

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

<sup>19</sup> 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 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 Sutter and Yuba 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 <sup>20</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
<b>Requires a Bachelor's Degree or Higher</b>				
Child, Family, and School Social Workers	56	\$26.82	\$55,783	7
Mental Health Counselors	47	N/A	N/A	3
Medical and Health Services Managers	27	\$52.31	\$108,793	30
Surgeons	25	N/A	N/A	2
General and Operations Managers	24	\$44.11	\$91,747	7
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Registered Nurses	296	\$32.95	\$68,522	332
Medical Assistants	153	\$15.02	\$31,237	15
Nursing Assistants	137	\$13.16	\$27,364	12
Licensed Practical and Licensed Vocational Nurses	131	\$21.38	\$44,488	27
Medical Records and Health Information Technicians	61	\$14.92	\$31,039	11
<b>Requires a High School Diploma or Equivalent or Less</b>				
Medical Secretaries	84	\$15.83	\$32,924	36
Receptionists and Information Clerks	62	\$12.99	\$27,022	103
Taxi Drivers and Chauffeurs	51	\$9.77	\$20,319	4
Maids and Housekeeping Cleaners	42	\$9.42	\$19,596	22
Personal Care Aides	36	\$10.67	\$22,197	47

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending April 20, 2015.

<sup>20</sup> Total job openings are the sum of new jobs and replacement job openings.

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

Occupations	Skills															
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Operations Analysis	Persuasion	Reading Comprehension
<b>Requires a Bachelor's Degree or Higher</b>																
Child, Family, and School Social Workers		●		●	●					●					●	●
Mental Health Counselors	●	●			●		●		●						●	●
Medical and Health Services Managers		●		●	●		●		●				●		●	●
Surgeons	●	●	●		●	●	●		●						●	●
General and Operations Managers	●	●		●	●				●	●					●	●
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																
Registered Nurses	●	●		●	●			●	●						●	●
Medical Assistants	●	●		●	●				●						●	●
Nursing Assistants	●	●		●	●				●						●	●
Licensed Practical and Licensed Vocational Nurses		●		●	●				●						●	●
Medical Records and Health Information Technicians		●	●		●		●		●						●	●
<b>Requires a High School Diploma or Equivalent or Less</b>																
Medical Secretaries		●		●	●				●						●	●
Receptionists and Information Clerks		●	●	●	●										●	●
Taxi Drivers and Chauffeurs		●		●	●				●		●	●			●	●
Maids and Housekeeping Cleaners		●		●	●	●			●						●	●
Personal Care Aides	●	●		●	●				●						●	●

Source: U.S. Department of Labor's [Occupational Information Network \(O\\*NET\)](http://www.onetonline.org) at [www.onetonline.org](http://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; communicating with supervisors, peers, or subordinates; and organizing, planning and prioritizing work.

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	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	Operating Vehicles, Mechanized Devices, or Equipment	Organizing, Planning, and Prioritizing Work
<b>Requires a Bachelor's Degree or Higher</b>																				
Child, Family, and School Social Workers		●		●	●			●	●							●	●		●	
Mental Health Counselors		●			●			●	●			●						●		
Medical and Health Services Managers			●		●	●		●		●						●		●		
Surgeons	●	●					●	●	●			●				●	●			
General and Operations Managers				●	●	●		●								●	●	●		
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																				
Registered Nurses		●		●				●	●			●				●	●		●	
Medical Assistants		●		●		●	●	●			●						●		●	
Nursing Assistants		●		●			●	●			●	●				●	●			
Licensed Practical and Licensed Vocational Nurses		●		●		●	●				●	●				●	●			
Medical Records and Health Information Technicians	●			●		●	●	●					●				●	●		●
<b>Requires a High School Diploma or Equivalent or Less</b>																				
Medical Secretaries		●		●	●			●	●		●					●			●	
Receptionists and Information Clerks		●				●	●	●			●						●	●	●	
Taxi Drivers and Chauffeurs		●					●	●		●		●			●		●			
Maids and Housekeeping Cleaners				●			●	●		●	●	●					●	●	●	
Personal Care Aides		●		●		●	●			●	●					●	●		●	

Source: U.S. Department of Labor's [Occupational Information Network \(O\\*NET\)](http://www.onetonline.org) at [www.onetonline.org](http://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
<b>Requires a Bachelor's Degree or Higher</b>	
Child, Family, and School Social Workers	<ul style="list-style-type: none"> <li>• Mental Health and Substance Abuse Social Workers</li> <li>• Mental Health Counselors</li> <li>• Substance Abuse and Behavioral Disorder Counselors</li> </ul>
Mental Health Counselors	<ul style="list-style-type: none"> <li>• Child, Family, and School Social Workers</li> <li>• Marriage and Family Therapists</li> <li>• Mental Health and Substance Abuse Social Workers</li> </ul>
Medical and Health Services Managers	<ul style="list-style-type: none"> <li>• Management Analysts</li> <li>• Chief Executives</li> <li>• Human Resources Managers</li> </ul>
Surgeons	<ul style="list-style-type: none"> <li>• Hospitalists</li> <li>• Nurse Midwives</li> <li>• Pharmacists</li> </ul>
General and Operations Managers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> <li>• Logistics Managers</li> <li>• Wholesale and Retail Buyers, Except Farm Products</li> </ul>
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>	
Registered Nurses	<ul style="list-style-type: none"> <li>• Licensed Practical and Licensed Vocational Nurses</li> <li>• Acute Care Nurses</li> <li>• Critical Care Nurses</li> </ul>
Medical Assistants	<ul style="list-style-type: none"> <li>• Pharmacy Technicians</li> <li>• Occupational Therapy Assistants</li> <li>• Dental Assistants</li> </ul>
Nursing Assistants <sup>21</sup>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> <li>• Physical Therapist Assistants</li> <li>• Radiologic Technicians</li> <li>• Social and Human Service Assistants</li> </ul>
Medical Records and Health Information Technicians	<ul style="list-style-type: none"> <li>• Medical Secretaries</li> <li>• Office Clerks, General</li> <li>• Receptionists and Information Clerks</li> </ul>
<b>Requires a High School Diploma or Equivalent or Less</b>	
Medical Secretaries	<ul style="list-style-type: none"> <li>• Receptionists and Information Clerks</li> <li>• Medical Records and Health Information Technicians</li> <li>• Bill and Account Collectors</li> </ul>
Receptionists and Information Clerks	<ul style="list-style-type: none"> <li>• Office Clerks, General</li> <li>• Customer Service Representatives</li> <li>• Medical records and Health Information Technicians</li> </ul>
Taxi Drivers and Chauffeurs	<ul style="list-style-type: none"> <li>• Driver/Sales Workers</li> <li>• Parking Lot Attendants</li> <li>• Transportation Attendants, Except Flight Attendants</li> </ul>
Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> <li>• Dining Room and Cafeteria Attendants and Bartender Helpers</li> <li>• Janitors and Cleaners, Except Maids and Housekeeping Cleaners</li> <li>• Food Preparation Workers</li> </ul>
Personal Care Aides	<ul style="list-style-type: none"> <li>• Home Health Aides</li> <li>• Occupational Therapy Aides</li> <li>• Physical Therapist Aides</li> </ul>

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

<sup>21</sup> Currently no related occupations reported by O\*NET.

## Employer Demand for the Health Care Services Cluster

The following table lists the Sutter and Yuba Economic Sub-Market employers in the Health Care Services cluster who posted the most job advertisements during the 120-day period ending April 20, 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 <sup>22</sup> (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Sutter Health	41	23	18	78.3%
Fremont Medical Center	13	13	0	0.0%
Onward Healthcare	13	0	13	—
Fremont-Rideout Health Group	9	34	-25	-73.5%
Prestige Care, Inc.	8	10	-2	-20.0%
Aspire Home Healthcare of Northern CA, Inc.	5	0	5	—
DaVita, Inc.	4	2	2	100.0%
Genesis HealthCare	4	3	1	33.3%
Aureus Medical	2	0	2	—
Western Dental	2	3	-1	-33.3%
American Renal Associates	2	0	2	—
Sutter North Medical Foundation	2	1	1	100.0%
American Mobile Healthcare	2	3	-1	-33.3%
Sanjiv Midha M.D.	1	0	1	—
Alphavista Services, Inc.	1	1	0	0.0%
Sutter Buttes Imaging Medical Group, Inc.	1	1	0	0.0%
Hanger Clinic	1	1	0	0.0%
Maxim Home Healthcare	1	0	1	—
Sutter Medical Foundation	1	0	1	—
Butte Dental Care	1	0	1	—

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending April 20, 2015.

<sup>22</sup> Totals do not include employers with anonymous job advertisements.

## Instructional Programs for the Top Health Care Services Cluster Occupations

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

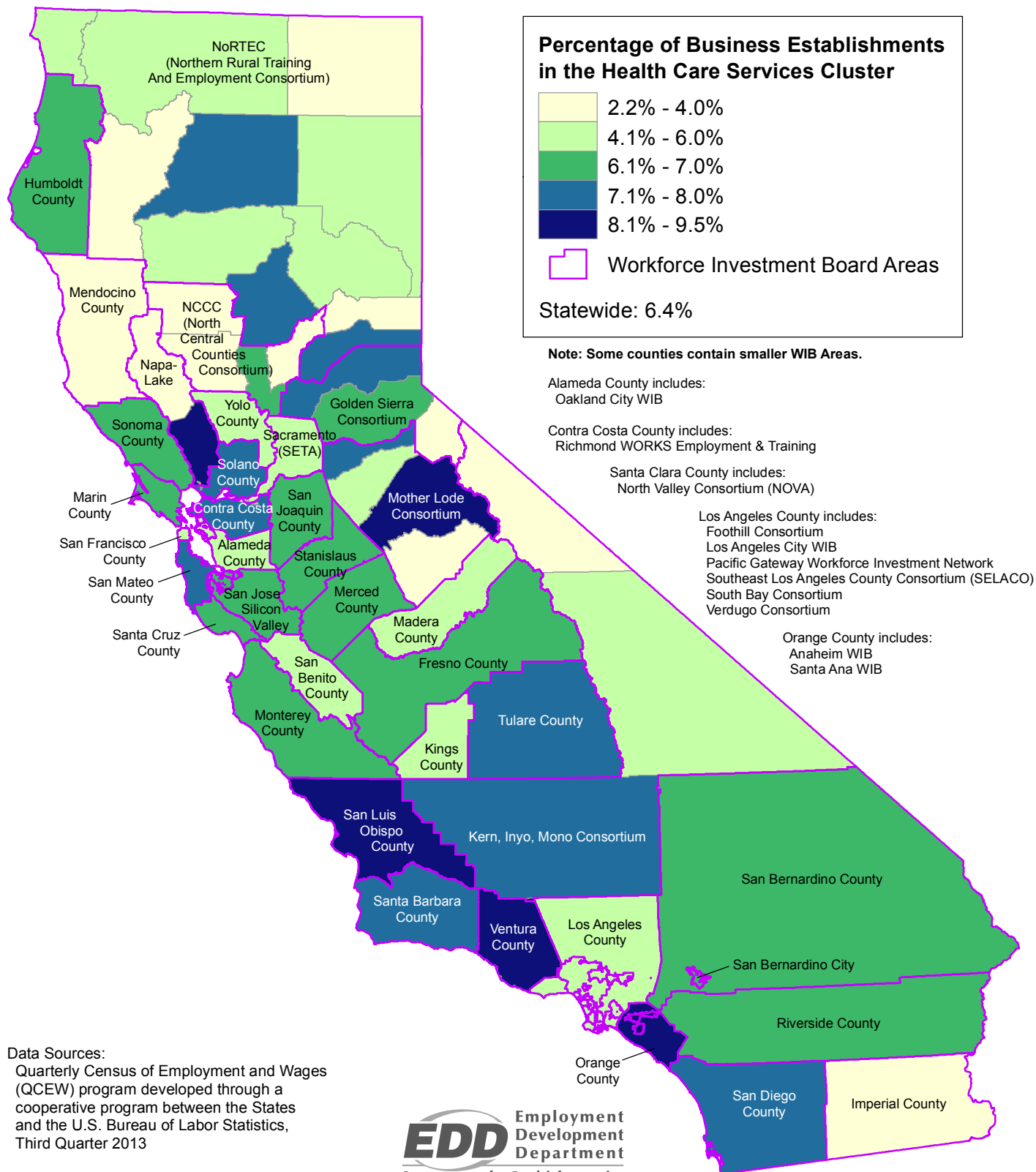
Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Registered Nurses	51.3802	Nursing Administration	123000	Nursing
	51.3809	Pediatric Nurse/Nursing	123010	Registered Nursing
	51.3822	Women's Health Nurse/Nursing		
Medical Assistants	51.0710	Medical Office Assistant/Specialist	120810	Clinical Medical Assisting
	51.0712	Medical Reception/Receptionist	120820	Administrative Medical Assisting
	51.0713	Medical Insurance Coding Specialist/Coder	122310	Health Information Coding
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		
Medical Records and Health Information Technicians	51.0707	Health Information/Medical Records Technology/	122300	Health Information Technology
	51.0713	Technician Medical Insurance Coding Specialist/Coder	122310	Health Information Coding
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		
Personal Care Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide

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

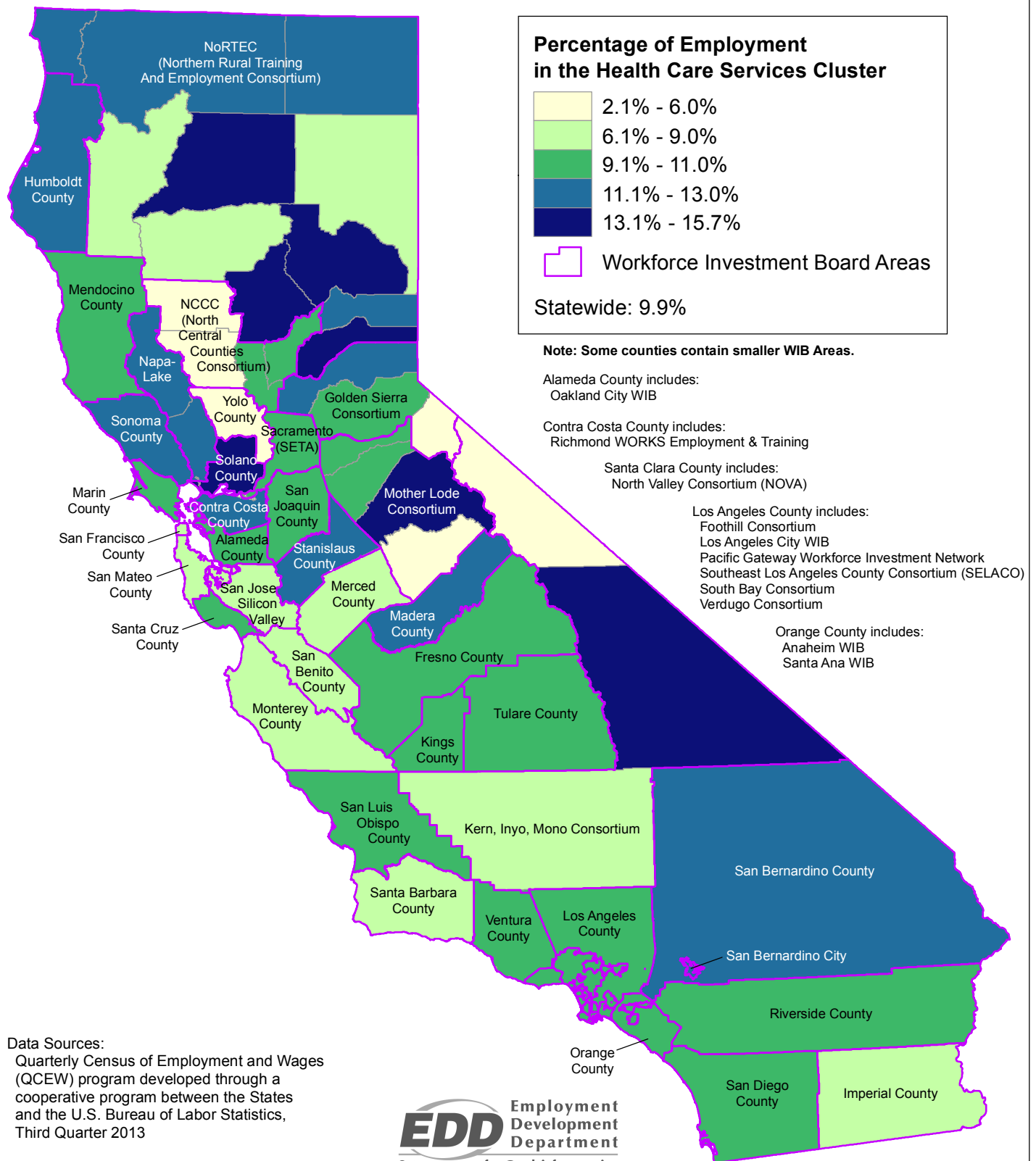
**EDD** Employment Development Department  
State of California

**LaborMarketInfo**

File T036

# California Health Care Services Cluster

Percentage of Total County Employment, 2013



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File T036



# Occupational Analysis: Hospitality and Tourism Cluster

Sacramento Economic Sub-Market  
Sutter and Yuba Counties

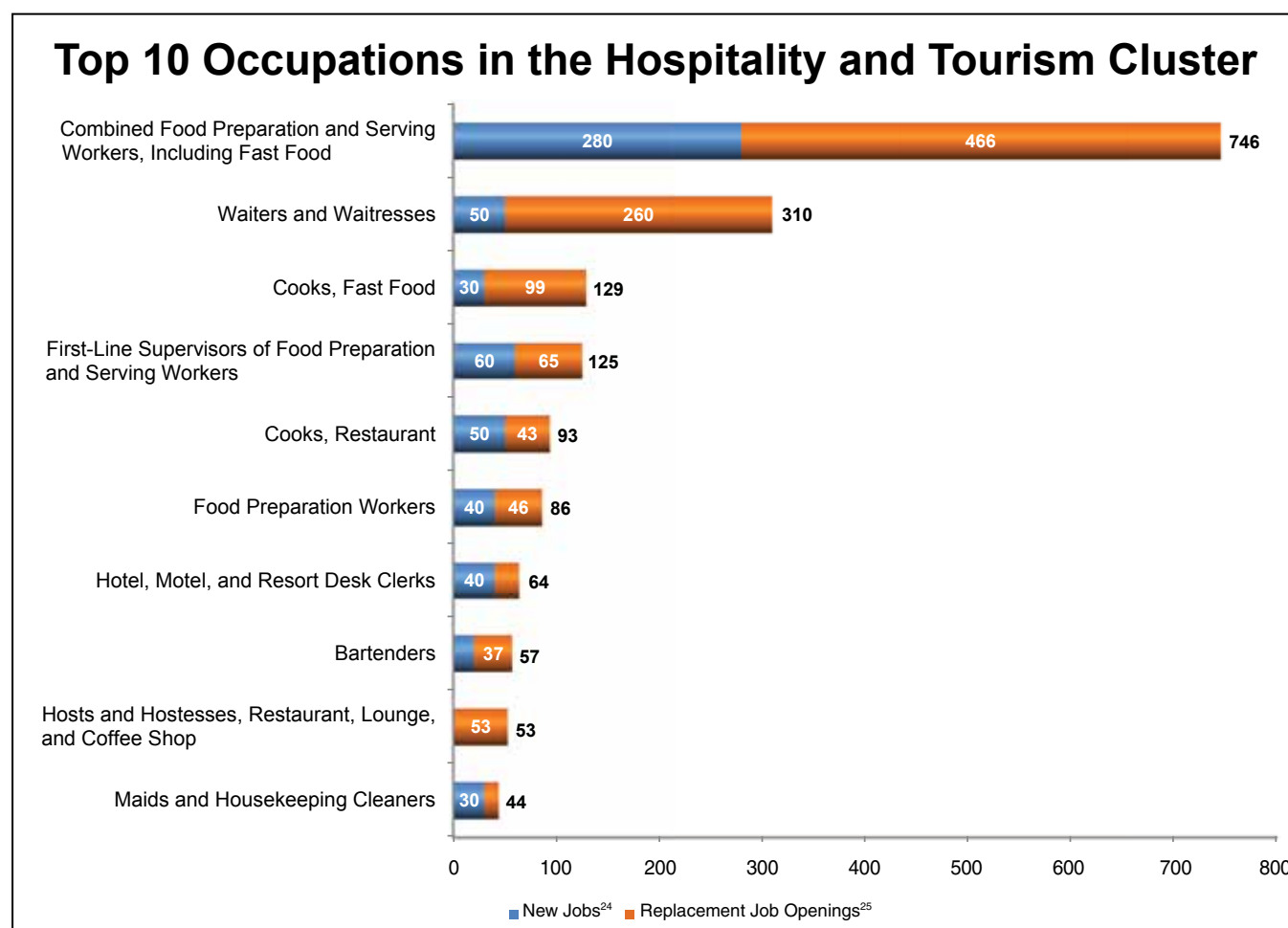
May 2015

## What is the Hospitality and Tourism Cluster?

The Hospitality and Tourism cluster is comprised of 14 industries that provide goods and services related to lodging, food, recreation, travel, and sightseeing transportation. Establishments in this cluster include restaurants, hotels, casinos, golf courses, marinas, and fitness centers. The workers employed within this cluster share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference and upward mobility with additional training.

## Top 10 Occupations in the Hospitality and Tourism Cluster

The graph below identifies the top 10 occupations in the Hospitality and Tourism cluster, based on the Sutter and Yuba Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 2,100 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, coordination, reading comprehension, service orientation, social perceptiveness, and speaking.<sup>23</sup>



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

<sup>23</sup> U.S. Department of Labor's [Occupational Information Network \(O\\*NET\)](http://www.onetonline.org) at [www.onetonline.org](http://www.onetonline.org).

<sup>24</sup> New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

<sup>25</sup> 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 Hospitality and Tourism Cluster

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

Occupations	Total Job Openings <sup>26</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education <sup>27</sup>	HWOL Job Ads <sup>28</sup> (120 days)
Combined Food Preparation and Serving Workers, Including Fast Food	746	\$9.20	\$19,122	Less than high school	31
Waiters and Waitresses	310	\$9.20	\$19,130	Less than high school	9
Cooks, Fast Food	129	\$9.30	\$19,339	Less than high school	7
First-Line Supervisors of Food Preparation and Serving Workers	125	\$12.44	\$25,863	High school diploma or equivalent	16
Cooks, Restaurant	93	\$11.30	\$23,494	Less than high school	11
Food Preparation Workers	86	\$10.90	\$22,670	Less than high school	10
Hotel, Motel, and Resort Desk Clerks	64	\$10.13	\$21,086	High school diploma or equivalent	30
Bartenders	57	\$9.48	\$19,733	Less than high school	10
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	53	\$9.18	\$19,076	Less than high school	0
Maids and Housekeeping Cleaners	44	\$9.42	\$19,596	Less than high school	22

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending April 20, 2015.

<sup>26</sup> Total job openings are the sum of new jobs and replacement job openings.

<sup>27</sup> U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

<sup>28</sup> 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 Hospitality and Tourism Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Hospitality and Tourism cluster. The table includes the Sutter and Yuba 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 <sup>29</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
<b>Requires a Bachelor's Degree or Higher</b>				
Coaches and Scouts	6	N/A	\$40,097	18
General and Operations Managers	6	\$44.11	\$91,747	7
Compensation, Benefits, and Job Analysis Specialists	2	\$29.38	\$61,113	0
<b>Requires a High School Diploma or Equivalent or Less</b>				
Combined Food Preparation and Serving Workers, Including Fast Food	746	\$9.20	\$19,122	31
Waiters and Waitresses	310	\$9.20	\$19,130	9
Cooks, Fast Food	129	\$9.30	\$19,339	7
First-Line Supervisors of Food Preparation and Serving Workers	125	\$12.44	\$25,863	16
Cooks, Restaurant	93	\$11.30	\$23,494	11

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending April 20, 2015.

<sup>29</sup> Total job openings are the sum of new jobs and replacement job openings.

## Skill Requirements in the Hospitality and Tourism Cluster

The table below lists the 10 top skills required for top occupations in the Hospitality and Tourism cluster, categorized by entry-level education requirements. Critical thinking and speaking are the most commonly shared skills, followed by active listening, 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	Management of Personnel Resources	Monitoring	Operations Analysis	Persuasion	Quality Control Analysis	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking
<b>Requires a Bachelor's Degree or Higher</b>																
Coaches and Scouts		●		●	●	●	●	●	●						●	●
General and Operations Managers	●	●	●	●				●	●			●			●	●
Compensation, Benefits, and Job Analysis Specialists	●	●		●		●			●	●		●			●	●
<b>Requires a High School Diploma or Equivalent or Less</b>																
Combined Food Preparation and Serving Workers, Including Fast Food		●	●	●	●		●				●		●	●	●	●
Waiters and Waitresses		●	●	●			●		●		●		●	●	●	●
Cooks, Fast Food	●	●	●	●					●		●		●	●	●	●
First-Line Supervisors of Food Preparation and Serving Workers			●	●				●	●			●	●	●	●	●
Cooks, Restaurant	●	●	●	●	●				●		●				●	●

Source: U.S. Department of Labor's [Occupational Information Network \(O\\*NET\)](http://www.onetonline.org) at [www.onetonline.org](http://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; identifying objects, actions, and events; assisting and caring for others; and organizing, planning, and prioritizing work.

Occupations	Work Activities																									
	Analyzing Data or Information	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	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	Judging the Qualities of Things, Services, or People	Making Decisions and Solving Problems	Monitoring and Controlling Resources	Organizing, Planning, and Prioritizing Work	Performing for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	Resolving Conflicts and Negotiating with Others	Scheduling Work and Activities	Selling or Influencing Others	Thinking Creatively	Training and Teaching Others	Updating and Using Relevant Knowledge	
Requires a Bachelor’s Degree or Higher																										
Coaches and Scouts		●			●	●					●	●			●		●			●	●				●	
General and Operations Managers			●	●	●	●							●	●	●					●	●		●			
Compensation, Benefits, and Job Analysis Specialists	●			●		●	●	●			●				●			●	●							●
Requires a High School Diploma or Equivalent or Less																										
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●	●		●		●	●						●			●					●	
Waiters and Waitresses				●	●	●		●		●	●						●	●		●		●				
Cooks, Fast Food			●	●		●				●	●				●	●				●		●			●	
First-Line Supervisors of Food Preparation and Serving Workers		●			●	●			●	●	●			●	●	●				●						
Cooks, Restaurant				●	●	●				●	●		●	●	●		●								●	

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

## Related Occupations for the Hospitality and Tourism Cluster

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

Hospitality and Tourism Occupations	Related Occupations
<b>Requires a Bachelor's Degree or Higher</b>	
Coaches and Scouts	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> <li>• Logistics Managers</li> <li>• Storage and Distribution Managers</li> </ul>
General and Operations Managers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> <li>• Logistics Managers</li> <li>• Storage and Distribution Managers</li> </ul>
Compensation, Benefits, and Job Analysis Specialists	<ul style="list-style-type: none"> <li>• Compensation and Benefits Managers</li> <li>• Market Research Analysts and Marketing Specialists</li> <li>• Risk Management Specialists</li> </ul>
<b>Requires a High School Diploma or Equivalent or Less</b>	
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> <li>• Cooks, Short Order</li> <li>• Food Servers, Nonrestaurant</li> <li>• Waiters and Waitresses</li> </ul>
Waiters and Waitresses	<ul style="list-style-type: none"> <li>• Dining Room and Cafeteria Attendants and Bartender Helpers</li> <li>• Food Servers, Nonrestaurant</li> <li>• Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop</li> </ul>
Cooks, Fast Food	<ul style="list-style-type: none"> <li>• Combined Food Preparation and Serving Workers, Including Fast Food</li> <li>• Food Preparation Workers</li> <li>• Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop</li> </ul>
First-Line Supervisors of Food Preparation and Serving Workers	<ul style="list-style-type: none"> <li>• Bartenders</li> <li>• Cooks, Institution and Cafeteria</li> <li>• First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand</li> </ul>
Cooks, Restaurant	<ul style="list-style-type: none"> <li>• Bakers</li> <li>• Combined Food Preparation and Serving Workers, Including Fast Food</li> <li>• Cooks, Fast Food</li> </ul>

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

## Employer Demand for the Health Care Services Cluster

The following table lists the Sutter and Yuba Economic Sub-Market employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending April 20, 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 <sup>30</sup> (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Taco Bell	10	0	10	—
Sodexo, Inc.	7	9	-2	-22.2%
Chipotle	4	1	3	300.0%
Starbucks	1	5	-4	-80.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending April 20, 2015.

<sup>30</sup> Totals do not include employers with anonymous job advertisements.

## Instructional Programs for the Hospitality and Tourism Cluster Occupations

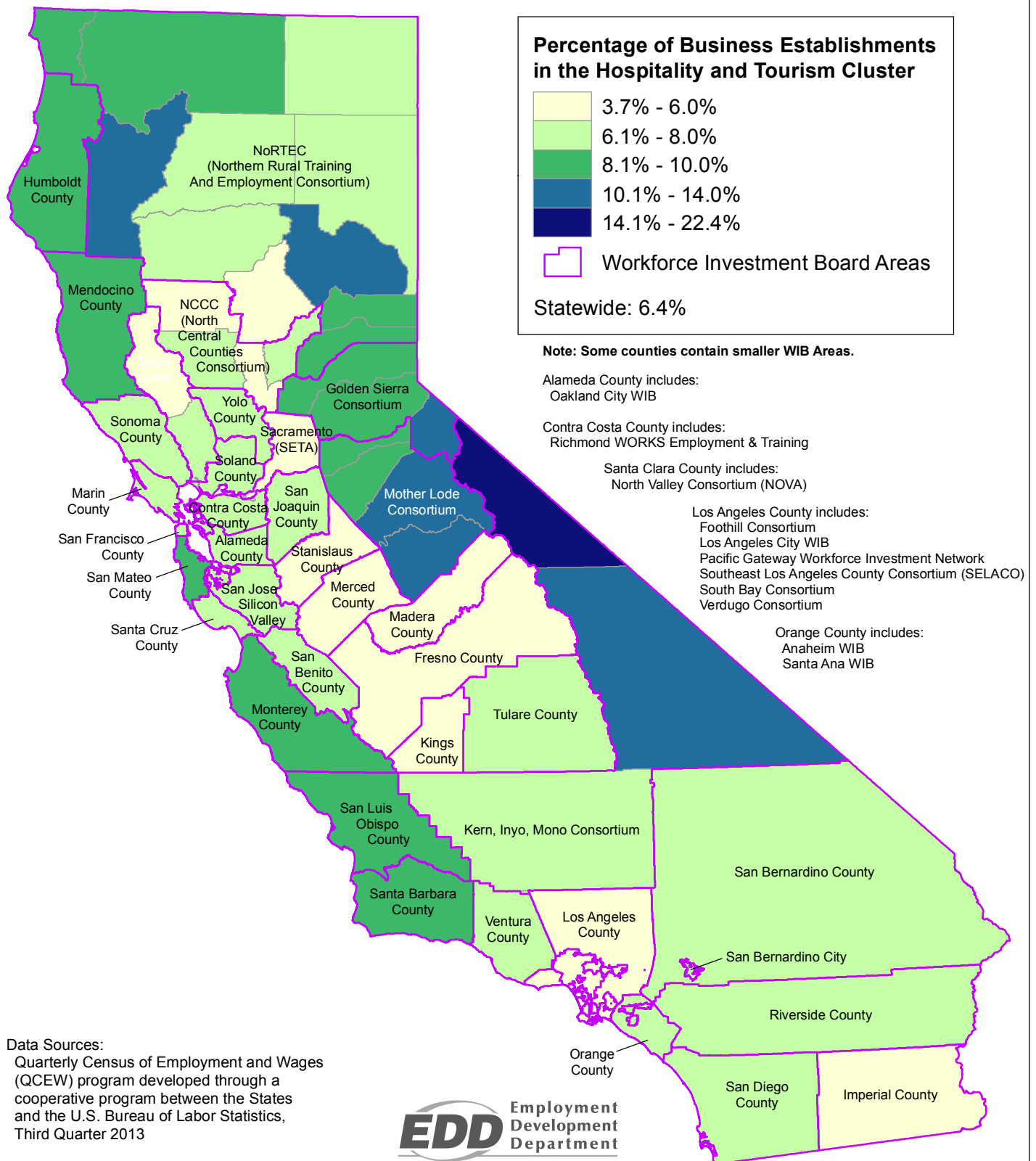
The table below provides examples of instructional programs related to some of the top occupations in the Retail cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Retail cluster. 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
First-Line Supervisors of Food Preparation and Serving Workers	12.0500	Cooking and Related Culinary Arts, General	130620	Dietetic Services and Management
	12.0503	Culinary Arts/Chef Training	130630	Culinary Arts
	12.0504	Restaurant, Culinary, and Catering Management/Manager	130710	Restaurant and Food Services and Management
Cooks, Restaurant	12.0500	Cooking and Related Culinary Arts, General	130630	Culinary Arts
	12.0503	Culinary Arts/Chef Training		

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

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Percentage of Total County Establishments, 2013



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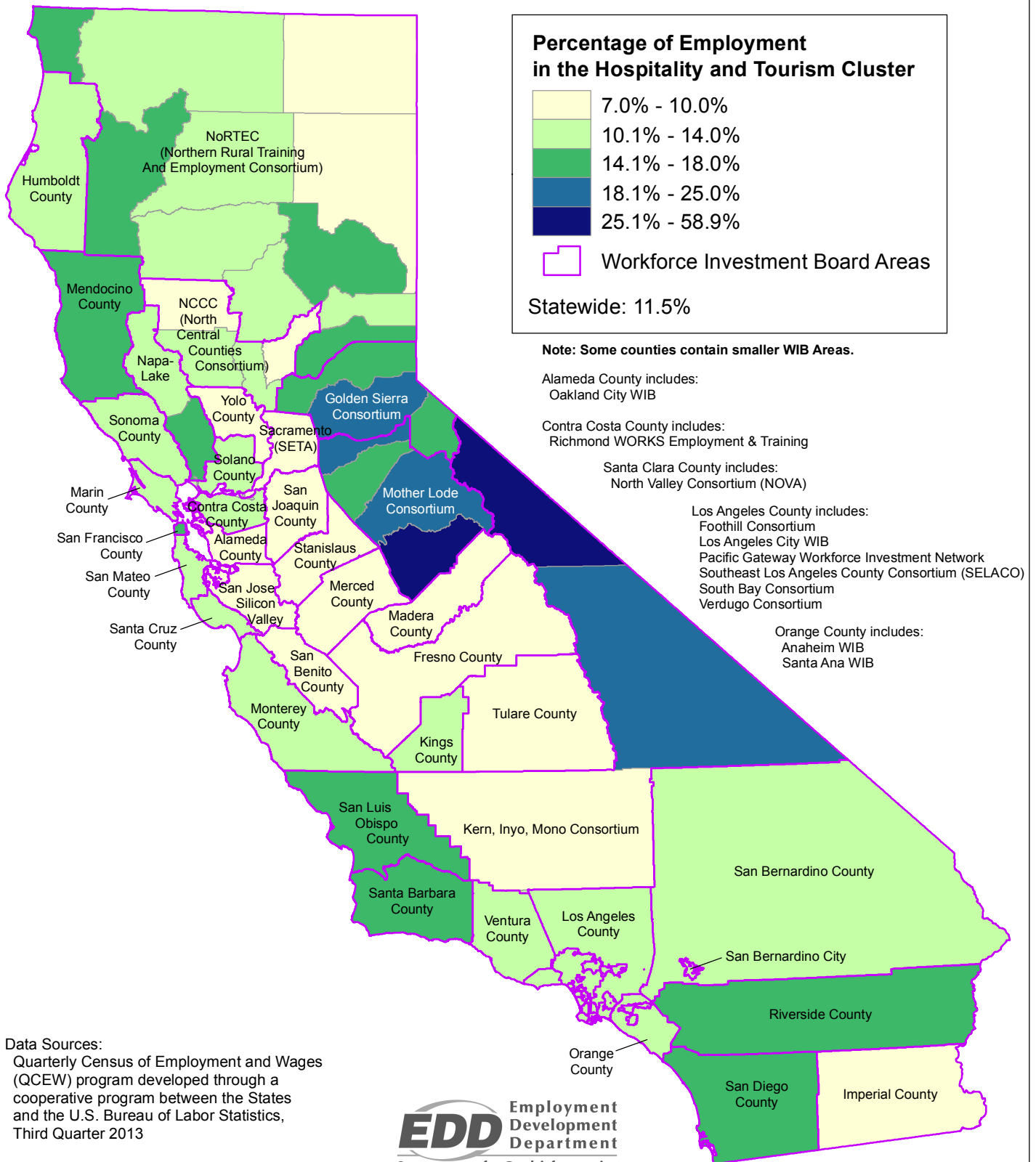
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File T036

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