

# Regional Economic Analysis Profile

Northern Economic Sub-Market  
Del Norte, Humboldt, and Mendocino Counties

May 2015



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\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

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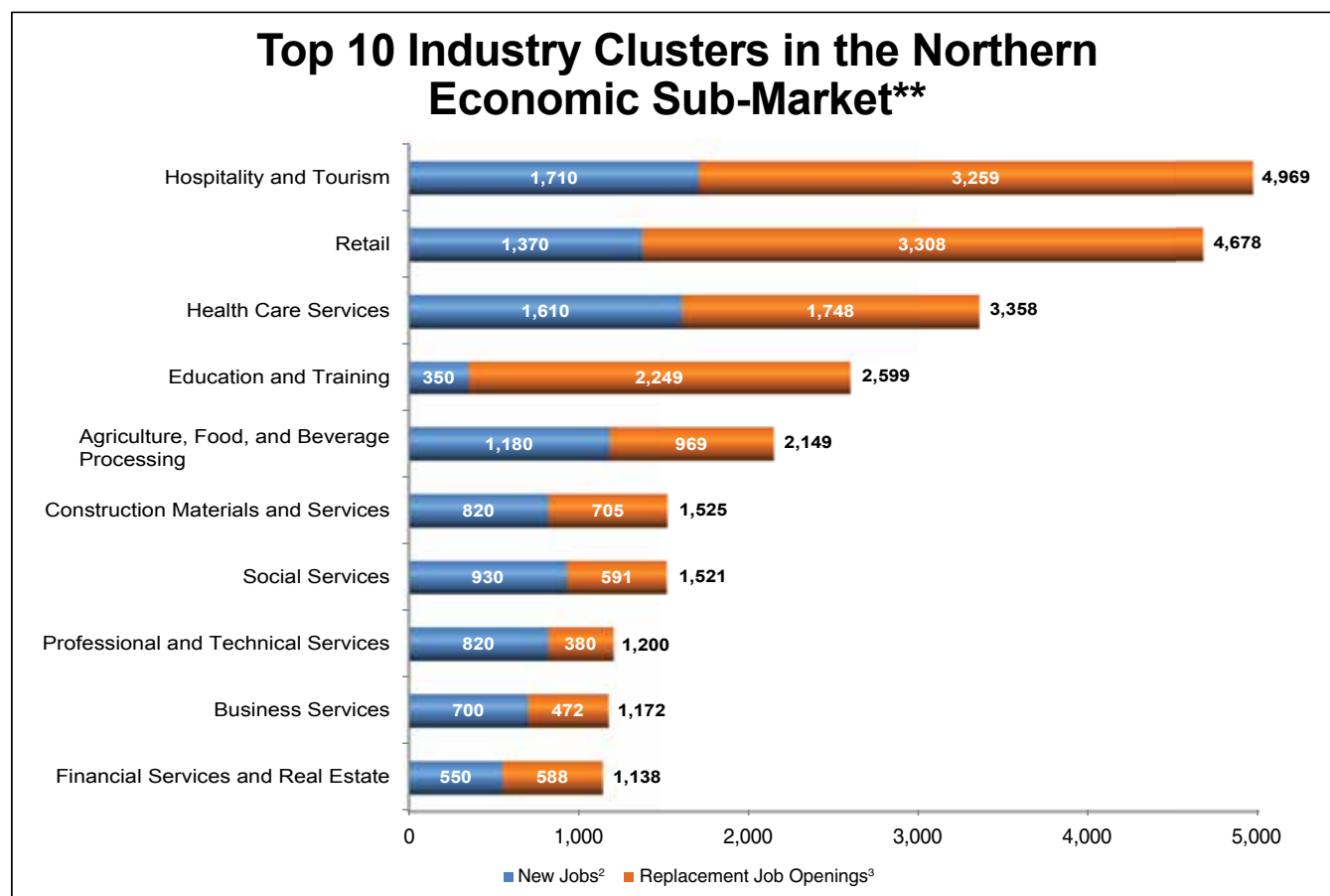
# SUMMARY OF THE NORTHERN ECONOMIC SUB-MARKET INDUSTRY CLUSTERS

## What is an Industry Cluster?

Industry clusters are groups of associated industries in an economic market that stimulate the creation of new businesses and job opportunities in a particular field. The application of workforce and economic development resources toward the continual development of industry clusters will help stimulate economic growth and boost the number of employment opportunities for the labor force.

## Purpose of this Report

The purpose of this report is to help align the state's workforce institutions and programs around the needs of economic sub-market industry clusters. This report focuses on the future employment demand of economic sub-market industry clusters and features them as primary investment opportunities for the California workforce development system. The goal of this report is to account for industry clusters with the largest number of projected total job 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.

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## INDUSTRY CLUSTER DESCRIPTIONS

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

The **Hospitality and Tourism** industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. During 2013-2014,\* this cluster was comprised of over 10,000 workers, or 14.5 percent of the economic sub-market's employment. Industries within this cluster with the most projected job openings include:

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

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 10,000 workers, or about 14.9 percent of the economic sub-market's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

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

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 9,000 people in the economic sub-market during 2013-2014,\* accounting for 12.6 percent of the workforce. Industries in this cluster may include both public and private employment.

Top industries within this cluster include:

- Offices of Physicians
- General Medical and Surgical Hospitals
- Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
- Outpatient Care Centers
- Home Health Care 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 about 9,000 people in the economic sub-market, accounting for 12.7 percent of the workforce. Top industries within this cluster include:

- Elementary and Secondary Schools
- Colleges, Universities, and Professional Schools
- Junior Colleges
- Other Schools and Instruction
- Technical and Trade 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 more than 4,000 people during 2013-2014,\* or 5.9 percent of the economic sub-market's workforce. Top industries in this cluster include:

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

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

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

## INDUSTRY CLUSTER DESCRIPTIONS

The **Construction Materials and Services** industry cluster is comprised of builders of mechanical systems such as electrical, heating, and water; specialty trades outfits such as drywall, flooring, and painting contractors; residential and commercial builders; and contractors who complete foundation and framing work. During 2013-2014,\* nearly 4,000 workers made up the cluster's employment, representing 5.4 percent of the economic sub-market's total workforce. Industries showing the highest projected job openings include:

- Residential Building Construction
- Building Finishing Contractors
- Sawmills and Wood Preservation
- Foundation, Structure, and Building Exterior Contractors
- Building Equipment Contractors

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 5,000 people and accounted for 7.3 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 **Professional and Technical Services** industry cluster is comprised of interrelated industries that include engineering and architectural firms, law offices, advertising companies, and accounting firms. In 2013-2014,\* more than 2,000 people were employed in the economic sub-market, or 2.9 percent of the workforce. Top industries within this cluster include:

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

The **Business Services** industry cluster is comprised of industries that include temporary help agencies, employer organizations, janitorial services, security systems services, and carpet cleaning establishments. This cluster employed more than 2,000 people during 2013-2014,\* or 3.2 percent of the economic sub-market's workforce. Top industries in this cluster include:

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

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 2,500 people, which accounted for 3.6 percent of the economic sub-market's workforce in 2013-2014.\* Industries showing the highest projected job openings include:

- Depository Credit Intermediation
- Lessors of Real Estate
- Agencies, Brokerages, and Other Insurance Related Activities
- Nondepository Credit Intermediation
- Offices of Real Estate Agents and Brokers

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



# INDUSTRY CLUSTER DEFINITIONS

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

## 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               |

## Health Care Services (Continued)

|      |  |
|------|--|
| 6215 | Medical and Diagnostic Laboratories  |
| 6216 | Home Health Care Services  |
| 6219 | Other Ambulatory Health Care Services  |
| 6221 | General Medical and Surgical Hospitals   |
| 6222 | Psychiatric and Substance Abuse Hospitals  |
| 6223 | Specialty (except Psychiatric and Substance Abuse) Hospitals   |
| 6231 | Nursing Care Facilities (Skilled Nursing Facilities)   |
| 6232 | Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities |
| 6233 | Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly                |
| 6239 | Other Residential Care Facilities  |

## Education and Training

|      |   |
|------|---|
| 6111 | Elementary and Secondary Schools                      |
| 6112 | Junior Colleges                                       |
| 6113 | Colleges, Universities, and Professional Schools      |
| 6114 | Business Schools and Computer and Management Training |
| 6115 | Technical and Trade Schools                           |
| 6116 | Other Schools and Instruction                         |
| 6117 | Educational Support Services                          |

## 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                        |

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.



# INDUSTRY CLUSTER DEFINITIONS

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

- 3113 Sugar and Confectionery Product Manufacturing
- 3114 Fruit and Vegetable Preserving and Specialty Food Manufacturing
- 3115 Dairy Product Manufacturing
- 3116 Animal Slaughtering and Processing
- 3117 Seafood Product Preparation and Packaging
- 3118 Bakeries and Tortilla Manufacturing
- 3119 Other Food Manufacturing
- 3121 Beverage Manufacturing
- 3122 Tobacco Manufacturing
- 3253 Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing
- 3261 Plastics Product Manufacturing

## 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

## Social Services

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

## Professional and Technical Services

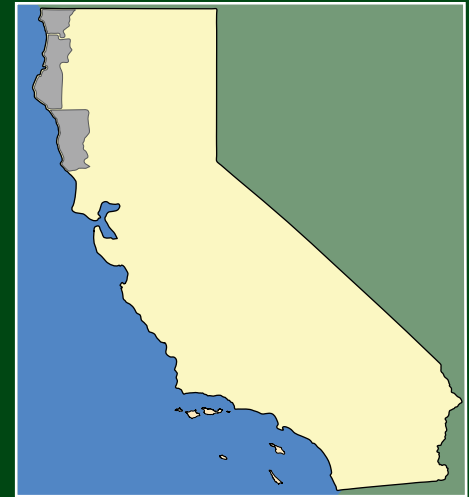
- 5411 Legal Services
- 5412 Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- 5413 Architectural, Engineering, and Related Services
- 5414 Specialized Design Services
- 5416 Management, Scientific, and Technical Consulting Services
- 5418 Advertising, Public Relations, and Related Services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

## 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

## Financial Services and Real Estate

- 5211 Monetary Authorities-Central Bank
- 5221 Depository Credit Intermediation
- 5222 Nondepository Credit Intermediation
- 5223 Activities Related to Credit Intermediation
- 5231 Securities and Commodity Contracts Intermediation and Brokerage
- 5232 Securities and Commodity Exchanges
- 5239 Other Financial Investment Activities
- 5241 Insurance Carriers
- 5242 Agencies, Brokerages, and Other Insurance
- 5251 Related Activities Insurance and Employee Benefit Funds
- 5259 Other Investment Pools and Funds
- 5311 Lessors of Real Estate
- 5312 Offices of Real Estate Agents and Brokers
- 5313 Activities Related to Real Estate



# Occupational Analysis: Hospitality and Tourism Cluster

Northern Economic Sub-Market  
Del Norte, Humboldt, and Mendocino Counties

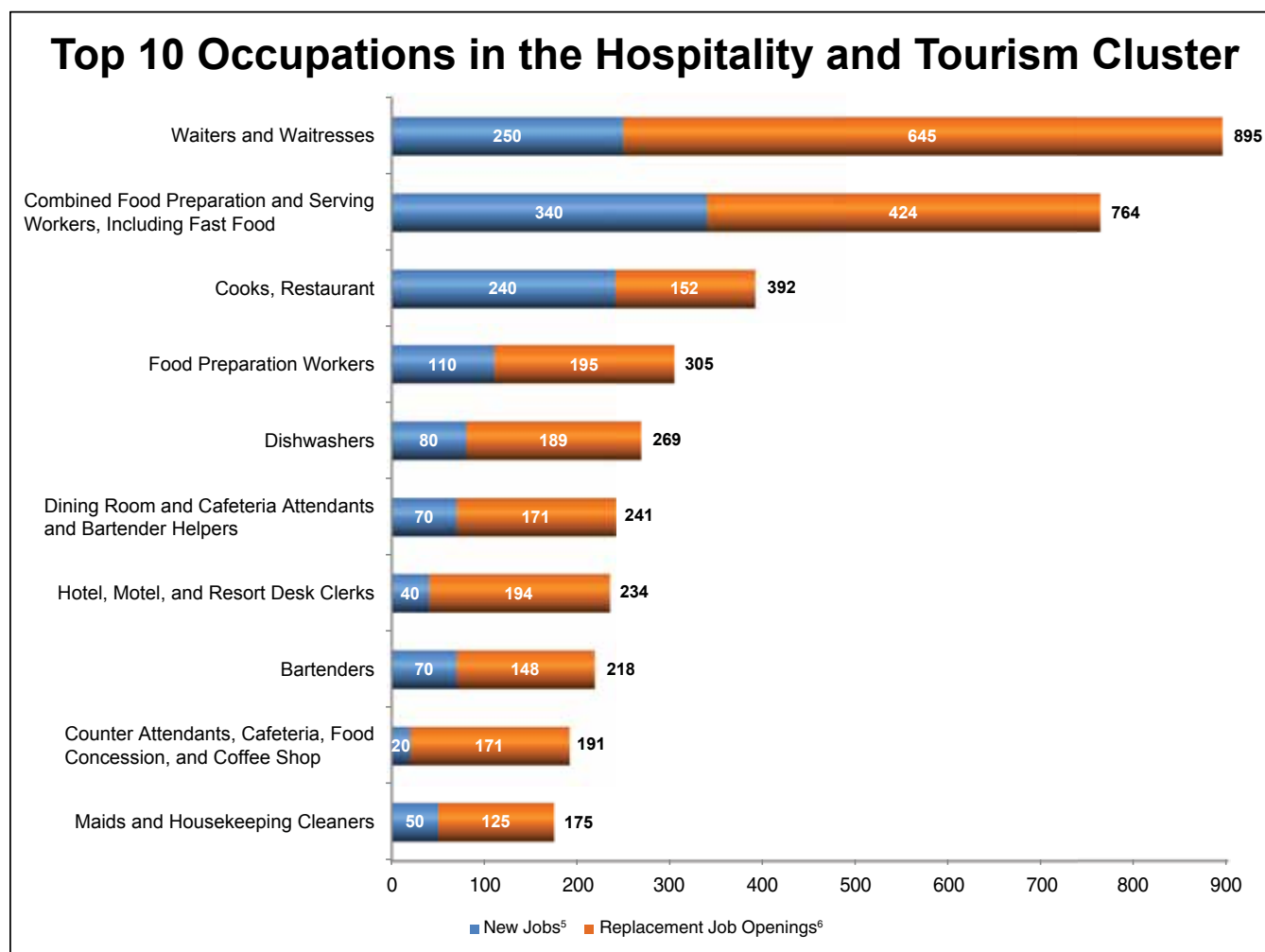
May 2015

## What is the Hospitality and Tourism Cluster?

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

## Top 10 Occupations in the Hospitality and Tourism Cluster

The graph below identifies the top 10 occupations in the Hospitality and Tourism cluster, based on the Northern Economic Sub-Market's\*\* new job growth plus replacement openings. In sum, these 10 occupations represent nearly three-fourths of the 4,969 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, coordination, critical thinking, and social perceptiveness.<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.

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

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

The table below further profiles the Northern Economic Sub-Market's\*\* top 10 occupations in the Hospitality and Tourism cluster by listing the total job openings for 2012-2022, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including 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><br>(2012-2022) | Median Hourly Wage<br>(2014) | Median Annual Wage<br>(2014) | Entry Level Education <sup>8</sup> | HWOL Job Ads <sup>9</sup><br>(120 days) |
|--|--|------------------------------|------------------------------|------------------------------------|---|
| Waiters and Waitresses   | 895  | \$9.53                       | \$19,827                     | Less than high school              | 92                                      |
| Combined Food Preparation and Serving Workers, Including Fast Food | 764  | \$9.41                       | \$19,583                     | Less than high school              | 112                                     |
| Cooks, Restaurant  | 392  | \$10.90                      | \$22,666                     | Less than high school              | 111                                     |
| Food Preparation Workers   | 305  | \$9.30                       | \$19,338                     | Less than high school              | 55                                      |
| Dishwashers  | 269  | \$9.40                       | \$19,557                     | Less than high school              | 53                                      |
| Dining Room and Cafeteria Attendants and Bartender Helpers         | 241  | \$9.19                       | \$19,104                     | Less than high school              | 24                                      |
| Hotel, Motel, and Resort Desk Clerks                               | 234  | \$11.19                      | \$23,271                     | High school diploma or equivalent  | 90                                      |
| Bartenders   | 218  | \$10.99                      | \$22,872                     | Less than high school              | 24                                      |
| Counter Attendants, Cafeteria, Food Concession, and Coffee Shop    | 191  | \$9.87                       | \$20,544                     | Less than high school              | 32                                      |
| Maids and Housekeeping Cleaners                                    | 175  | \$11.22                      | \$23,328                     | Less than high school              | 169                                     |

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending May 7, 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.

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

## Top Occupations for the Hospitality and Tourism Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Hospitality and Tourism cluster. The table includes the Northern Economic Sub-Market's\*\* projected total job openings and median hourly and annual wages. In addition, recent totals of online job advertisements over 120-day period are included. The absence of middle-skill occupations is due to the lack of new job openings or replacement needs projected in the Hospitality and Tourism cluster. 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><br>(2012-2022) | Median Hourly Wage<br>(2014) | Median Annual Wage<br>(2014) | HWOL Job Ads<br>(120 days) |
|--|---|------------------------------|------------------------------|----------------------------|
| <b>Requires a Bachelor's Degree or Higher</b>                      |   |                              |                              |                            |
| General and Operations Managers                                    | 47  | \$34.49                      | \$71,721                     | 27                         |
| Coaches and Scouts   | 6   | N/A                          | \$47,595                     | 8                          |
| Captains, Mates, and Pilots of Water Vessels                       | 5   | N/A                          | N/A                          | 2                          |
| Chief Executives   | 4   | \$63.07                      | \$131,190                    | 26                         |
| Recreation Workers   | 2   | \$11.00                      | \$22,890                     | 48                         |
| <b>Requires a High School Diploma or Equivalent or Less</b>        |   |                              |                              |                            |
| Waiters and Waitresses   | 895   | \$9.53                       | \$19,827                     | 92                         |
| Combined Food Preparation and Serving Workers, Including Fast Food | 764   | \$9.41                       | \$19,583                     | 112                        |
| Cooks, Restaurant  | 392   | \$10.90                      | \$22,666                     | 111                        |
| Food Preparation Workers   | 305   | \$9.30                       | \$19,338                     | 55                         |
| Dishwashers  | 269   | \$9.40                       | \$19,557                     | 53                         |

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending May 7, 2015.

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

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

## Skill Requirements in the Hospitality and Tourism Cluster

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

| Occupations  | Skills          |                  |                         |              |                   |                       |             |                              |                     |                                   |                                   |            |                       |                      |            |                          |                       |                     |                       |          |
|--|-----------------|------------------|-------------------------|--------------|-------------------|-----------------------|-------------|------------------------------|---------------------|-----------------------------------|-----------------------------------|------------|-----------------------|----------------------|------------|--------------------------|-----------------------|---------------------|-----------------------|----------|
|  | Active Learning | Active Listening | Complex Problem Solving | Coordination | Critical Thinking | Equipment Maintenance | Instruction | Judgment and Decision Making | Learning Strategies | Management of Financial Resources | Management of Personnel Resources | Monitoring | Operation and Control | Operation Monitoring | Persuasion | Quality Control Analysis | Reading Comprehension | Service Orientation | Social Perceptiveness | Speaking |
| <b>Requires a Bachelor's Degree or Higher</b>                      |                 |                  |                         |              |                   |                       |             |                              |                     |                                   |                                   |            |                       |                      |            |                          |                       |                     |                       |          |
| General and Operations Managers                                    | ●               | ●                |                         | ●            | ●                 |                       |             |                              |                     |                                   | ●                                 | ●          |                       |                      |            | ●                        |                       | ●                   | ●                     | ●        |
| Coaches and Scouts   |                 | ●                |                         |              | ●                 |                       | ●           | ●                            | ●                   |                                   | ●                                 | ●          |                       |                      |            |                          |                       |                     | ●                     | ●        |
| Captains, Mates, and Pilots of Water Vessels <sup>11</sup>         |                 |                  |                         | ●            | ●                 |                       |             | ●                            |                     |                                   | ●                                 | ●          | ●                     | ●                    |            | ●                        |                       |                     | ●                     |          |
| Chief Executives   |                 | ●                | ●                       | ●            |                   |                       |             | ●                            |                     | ●                                 | ●                                 | ●          |                       |                      | ●          |                          |                       |                     |                       | ●        |
| Recreation Workers   |                 | ●                |                         | ●            | ●                 |                       | ●           |                              |                     |                                   | ●                                 | ●          |                       |                      |            | ●                        | ●                     | ●                   | ●                     |          |
| <b>Requires a High School Diploma or Equivalent or Less</b>        |                 |                  |                         |              |                   |                       |             |                              |                     |                                   |                                   |            |                       |                      |            |                          |                       |                     |                       |          |
| Waiters and Waitresses   |                 | ●                |                         | ●            | ●                 |                       |             |                              | ●                   |                                   |                                   | ●          |                       |                      | ●          |                          | ●                     | ●                   | ●                     | ●        |
| Combined Food Preparation and Serving Workers, Including Fast Food |                 | ●                |                         | ●            | ●                 |                       | ●           |                              | ●                   |                                   |                                   |            |                       |                      | ●          |                          | ●                     | ●                   | ●                     | ●        |
| Cooks, Restaurant  | ●               | ●                |                         | ●            | ●                 |                       | ●           |                              |                     |                                   |                                   | ●          |                       |                      |            | ●                        |                       |                     | ●                     |          |
| Food Preparation Workers   |                 | ●                | ●                       | ●            | ●                 |                       |             |                              |                     |                                   |                                   | ●          |                       |                      |            |                          | ●                     | ●                   | ●                     | ●        |
| Dishwashers  | ●               | ●                |                         | ●            | ●                 | ●                     |             |                              |                     |                                   |                                   | ●          |                       |                      | ●          |                          | ●                     |                     | ●                     | ●        |

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 represent Ship and Boat Captains, a specialty occupation of Captains, Mates, and Pilots of Water Vessels.

## Work Activities in the Hospitality and Tourism Cluster

The table below lists the 10 top work activities required for top occupations in the Hospitality and Tourism cluster, categorized by entry-level education requirements. The most common include establishing and maintaining interpersonal relationships; communicating with supervisors, peers, or subordinates; coordinating the work and activities of others; 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 | Controlling Machines and Processes | Coordinating the Work and Activities of Others | Establishing and Maintaining Interpersonal Relationships | Evaluating Information to Determine Compliance with Standards | Getting Information | Guiding, Directing, and Motivating Subordinates | Handling and Moving Objects | Identifying Objects, Actions, and Events | Inspecting Equipment, Structures, or Material | Interacting With Computers | Judging the Qualities of Things, Services, or People | Making Decisions and Solving Problems | Monitor Processes, Materials, or Surroundings | Monitoring and Controlling Resources | Organizing, Planning, and Prioritizing Work |
| <b>Requires a Bachelor's Degree or Higher</b>                      |                               |                                 |                                |   |  |                                    |  |  |   |                     |   |                             |  |   |                            |  |                                       |   |                                      |   |
| General and Operations Managers                                    |                               |                                 | •                              | •   |  | •                                  |  | •  |   |                     |   |                             |  |   | •                          |  | •                                     |   | •                                    |   |
| Coaches and Scouts   |                               | •                               |                                |   |  | •                                  |  | •  |   |                     |   | •                           |  | •   |                            |  |                                       | •   | •                                    |   |
| Captains, Mates, and Pilots of Water Vessels <sup>12</sup>         |                               |                                 |                                |   | •  | •                                  |  |  |   | •                   |   |                             | •  |   | •                          | •  |                                       | •   |                                      | •   |
| Chief Executives   |                               |                                 | •                              | •   |  |                                    | •  | •  |   | •                   |   |                             |  |   | •                          |  | •                                     |   | •                                    |   |
| Recreation Workers   | •                             | •                               |                                | •   |  | •                                  |  | •  |   |                     |   |                             |  |   |                            |  |                                       | •   | •                                    |   |
| <b>Requires a High School Diploma or Equivalent or Less</b>        |                               |                                 |                                |   |  |                                    |  |  |   |                     |   |                             |  |   |                            |  |                                       |   |                                      |   |
| Waiters and Waitresses   |                               |                                 | •                              |   | •  |                                    | •  | •  |   |                     | •   | •                           |  |   |                            |  |                                       | •   | •                                    |   |
| Combined Food Preparation and Serving Workers, Including Fast Food |                               | •                               |                                | •   |  | •                                  |  | •  | •   |                     | •   | •                           |  |   |                            |  |                                       | •   |                                      | •   |
| Cooks, Restaurant  |                               |                                 | •                              |   | •  |                                    | •  |  |   |                     | •   | •                           |  |   | •                          |  | •                                     |   |                                      | •   |
| Food Preparation Workers   |                               |                                 | •                              |   | •  |                                    | •  |  |   |                     | •   | •                           | •  |   |                            | •  |                                       | •   |                                      | •   |
| Dishwashers  | •                             |                                 | •                              | •   |  |                                    | •  |  |   |                     | •   |                             |  |   | •                          |  | •                                     |   |                                      | •   |

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 represent Ship and Boat Captains, a specialty occupation of Captains, Mates, and Pilots of Water Vessels.



## 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>                      |   |
| General and Operations Managers                                    | <ul style="list-style-type: none"> <li>• Administrative Services Managers</li> <li>• Logistics Managers</li> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> </ul>                                   |
| Coaches and Scouts   | <ul style="list-style-type: none"> <li>• Health Educators</li> <li>• Secondary School Teachers, Except Special and Career/Technical Education</li> <li>• Recreational Therapists</li> </ul>   |
| Captains, Mates, and Pilots of Water Vessels                       | <ul style="list-style-type: none"> <li>• Ship Engineers</li> <li>• Municipal Firefighters</li> <li>• First-Line Supervisors of Mechanics, Installers, and Repairers</li> </ul>  |
| Chief Executives   | <ul style="list-style-type: none"> <li>• Sales Managers</li> <li>• Treasurers and Controllers</li> <li>• Medical and Health Services Managers</li> </ul>  |
| Recreation Workers   | <ul style="list-style-type: none"> <li>• Social and Human Service Assistants</li> <li>• Preschool Teachers, Except Special Education</li> <li>• Secondary School Teachers, Except Special and Career/Technical Education</li> </ul> |
| <b>Requires a High School Diploma or Equivalent or Less</b>        |   |
| 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>           |
| Combined Food Preparation and Serving Workers, Including Fast Food | <ul style="list-style-type: none"> <li>• Cooks, Fast Food</li> <li>• Counter Attendants, Cafeteria, Food Concession, and Coffee Shop</li> <li>• Cashiers</li> </ul>   |
| Cooks, Restaurant  | <ul style="list-style-type: none"> <li>• Cooks, Institution and Cafeteria</li> <li>• Cooks, Fast Food</li> <li>• Bakers</li> </ul>  |
| Food Preparation Workers   | <ul style="list-style-type: none"> <li>• Food Servers, Nonrestaurant</li> <li>• Janitors and Cleaners, Except Maids and Housekeeping Cleaners</li> <li>• Maids and Housekeeping Cleaners</li> </ul>                                 |
| Dishwashers  | <ul style="list-style-type: none"> <li>• Landscaping and Groundskeeping Workers</li> <li>• Stock Clerks- Stockroom, Warehouse, or Storage Yard</li> <li>• Helpers--Production Workers</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 Hospitality and Tourism Cluster

The following table lists the Northern Economic Sub-Market\*\* employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending May 7, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

| Hospitality and Tourism Cluster Employers | Recent Job Advertisements <sup>13</sup><br>(120-day period) | Prior Year Job Advertisements<br>(120-day period) | Numerical Change | Year-Over Percent Change<br>(HWOL Job Advertisements) |
|---|---|---|------------------|---|
| Bear River Casino                         | 54  | 7   | 47               | 671.4%  |
| Taco Bell                                 | 20  | 1   | 19               | 1,900.0%  |
| Trinidad Rancheria                        | 14  | 16  | -2               | -12.5%  |
| G6 Hospitality LLC                        | 11  | 0   | 11               | -   |
| Sequoia Park Zoo                          | 2   | 0   | 2                | -   |
| Humboldt Bay Harbor                       | 2   | 0   | 2                | -   |
| Red Lion Hotels Corporation               | 2   | 6   | -4               | -66.7%  |
| Motel 6                                   | 1   | 4   | -3               | -75.0%  |
| Mendocino Coast Recreation                | 1   | 1   | 0                | 0.0%  |
| Travelodge                                | 1   | 1   | 0                | 0.0%  |
| Red Fox Casino                            | 1   | 0   | 1                | -   |
| Pacific Seafood                           | 1   | 0   | 1                | -   |
| Hot Brew                                  | 1   | 0   | 1                | -   |
| Lucky 7 Casino                            | 1   | 1   | 0                | 0.0%  |
| Mendocino Coast Botanical                 | 1   | 2   | -1               | -50.0%  |
| Benbow Inn                                | 1   | 0   | 1                | -   |
| Redcrest Resort                           | 1   | 0   | 1                | -   |
| Mendocino Farmhouse                       | 1   | 0   | 1                | -   |
| Mendocino Woodlands                       | 1   | 0   | 1                | -   |

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

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

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

## Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

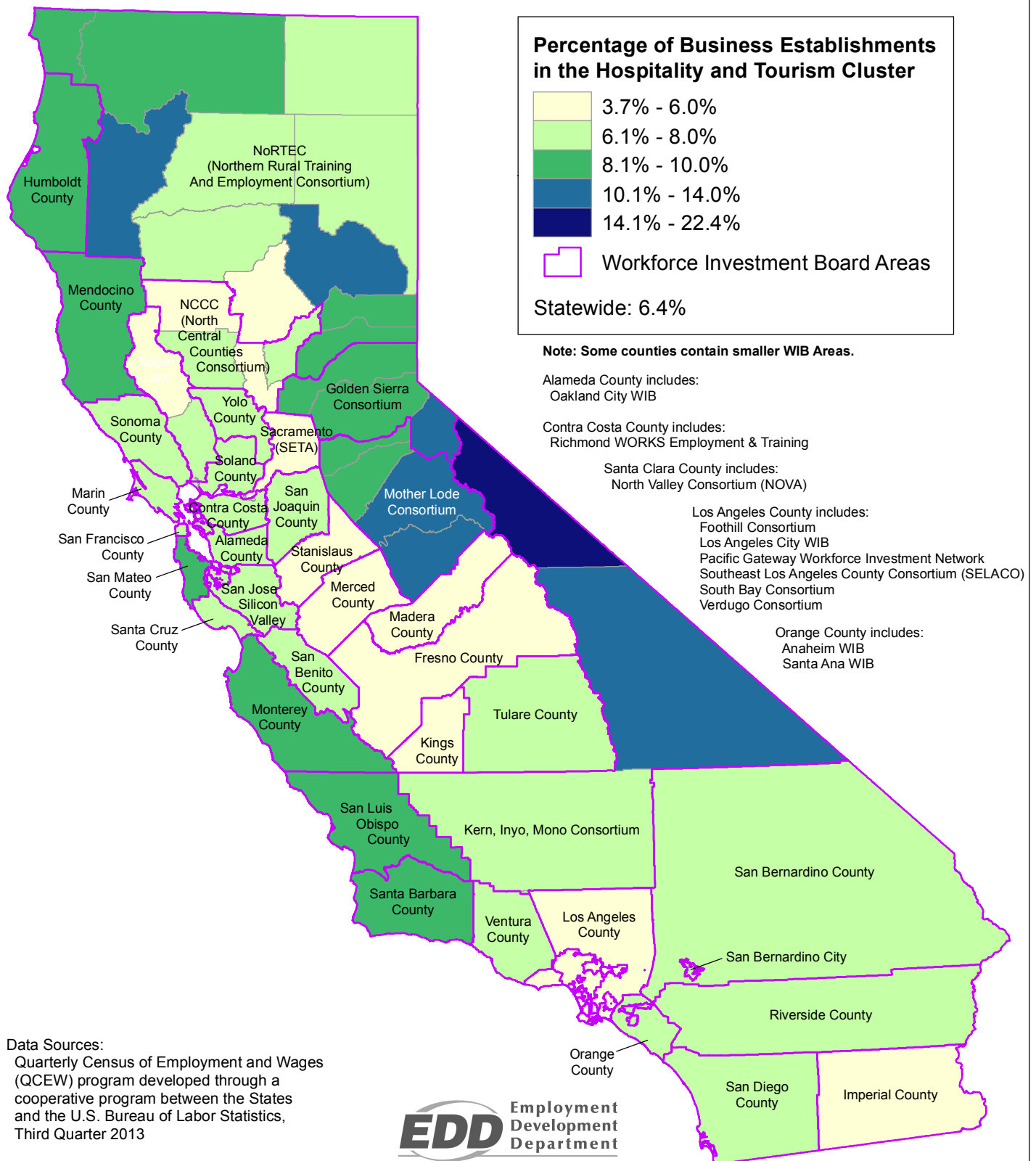
The table below provides examples of instructional programs related to some of the top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to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

| Occupations       | Classification of Instructional Program (CIP) |  | Taxonomy of Programs (TOP) |                  |
|-------------------|---|--|----------------------------|------------------|
|                   | <i>CIP Code</i>                               | <i>CIP Title</i>                           | <i>TOP Code</i>            | <i>TOP Title</i> |
| 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).

# California Hospitality and Tourism Cluster

Percentage of Total County Establishments, 2013



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

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

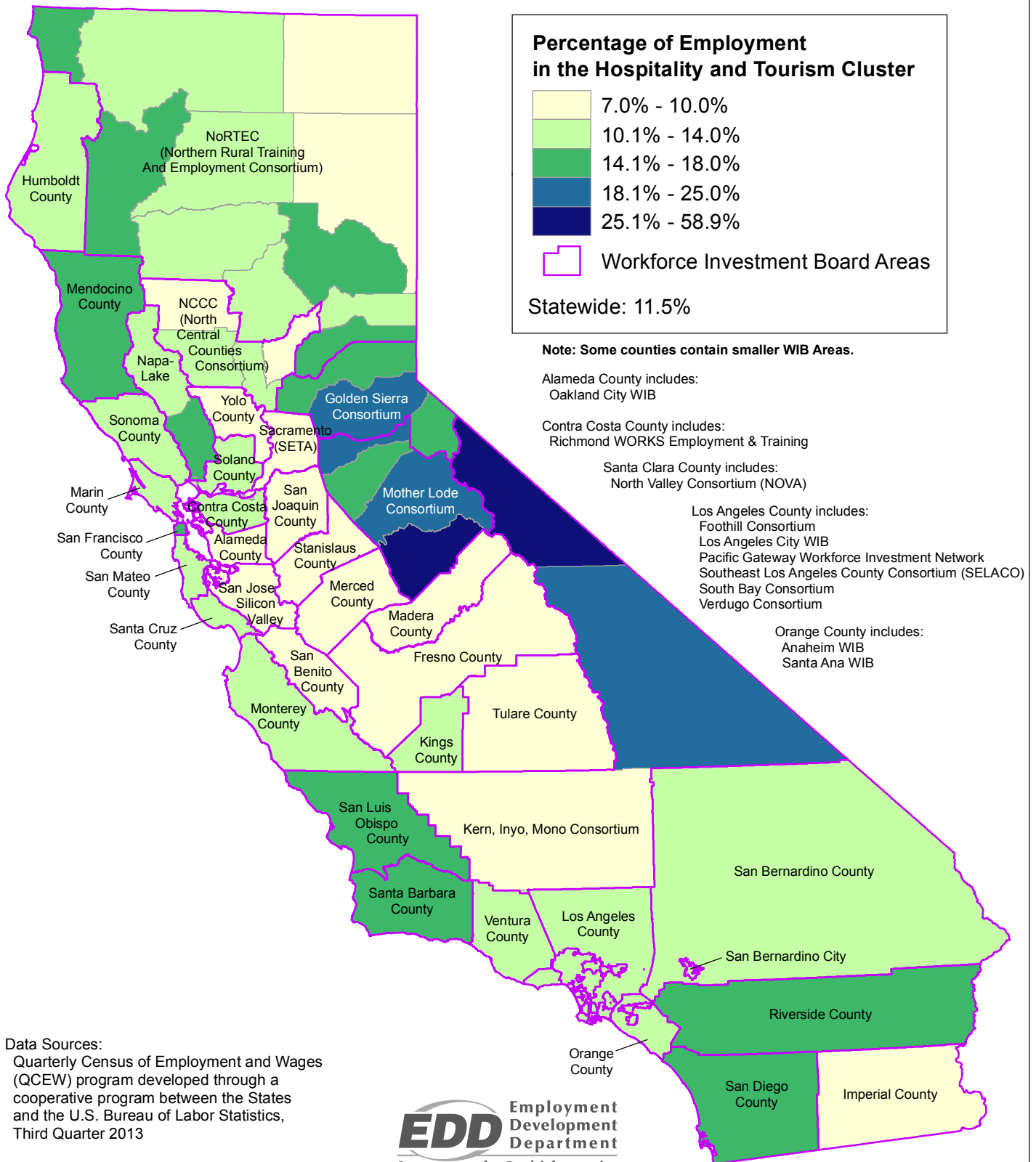
**EDD** Employment Development Department  
State of California

**LaborMarketInfo**

File T036

# California Hospitality and Tourism Cluster

Percentage of Total County Employment, 2013



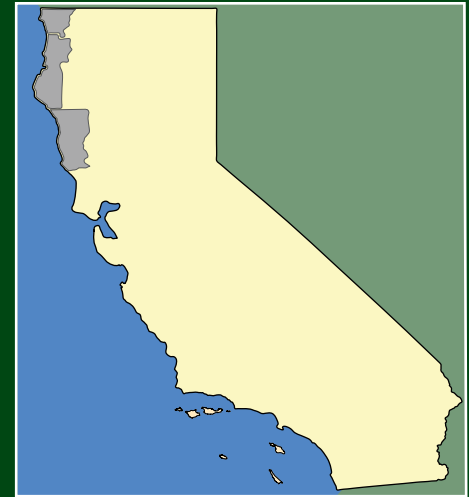
Data Sources:  
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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July 2014

**EDD** Employment Development Department  
State of California

**LaborMarketInfo**

File T036



# Occupational Analysis: Retail Cluster

Northern Economic Sub-Market  
Del Norte, Humboldt, and Mendocino 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 Northern Economic Sub-Market's\*\* new job growth plus replacement openings. In sum, these 10 occupations represent more than three-fourths of the 4,678 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, and reading comprehension.<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.

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.



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

The table below further profiles the Northern Economic Sub-Market's\*\* top 10 occupations in the Retail cluster by listing the total job openings for 2012-2022, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a 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><br>(2012-2022) | Median Hourly Wage<br>(2014) | Median Annual Wage<br>(2014) | Entry Level Education <sup>18</sup> | HWOL Job Ads <sup>19</sup><br>(120 days) |
|--|---|------------------------------|------------------------------|-------------------------------------|--|
| Cashiers   | 1,413   | \$10.16                      | \$21,130                     | Less than high school               | 127                                      |
| Retail Salespersons  | 911   | \$10.84                      | \$22,542                     | Less than high school               | 180                                      |
| Stock Clerks and Order Fillers                                     | 327   | \$11.25                      | \$23,406                     | Less than high school               | 102                                      |
| First-Line Supervisors of Retail Sales Workers                     | 268   | \$17.91                      | \$37,252                     | High school diploma or equivalent   | 187                                      |
| Combined Food Preparation and Serving Workers, Including Fast Food | 230   | \$9.41                       | \$19,583                     | Less than high school               | 112                                      |
| Automotive Service Technicians and Mechanics                       | 103   | \$18.04                      | \$37,528                     | High school diploma or equivalent   | 80                                       |
| Laborers and Freight, Stock, and Material Movers, Hand             | 91  | \$10.89                      | \$22,648                     | Less than high school               | 57                                       |
| Counter Attendants, Cafeteria, Food Concession, and Coffee Shop    | 77  | \$9.87                       | \$20,544                     | Less than high school               | 32                                       |
| Pharmacy Technicians   | 67  | \$19.21                      | \$39,952                     | High school diploma or equivalent   | 40                                       |
| Butchers and Meat Cutters  | 64  | \$16.72                      | \$34,777                     | Less than high school               | 0  |

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending May 7, 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.

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

## Top Occupations for the Retail Cluster by Education Level

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

| Occupations   | Total Job Openings <sup>20</sup><br>(2012-2022) | Median Hourly Wage<br>(2014) | Median Annual Wage<br>(2014) | HWOL Job Ads<br>(120 days) |
|---|---|------------------------------|------------------------------|----------------------------|
| <b>Requires a Bachelor's Degree or Higher</b>                                       |   |                              |                              |                            |
| General and Operations Managers   | 50  | \$34.49                      | \$71,721                     | 27                         |
| Pharmacists   | 46  | \$67.12                      | \$139,627                    | 33                         |
| Sales Managers  | 33  | \$34.24                      | \$71,207                     | 18                         |
| Cost Estimators   | 3   | \$18.93                      | \$39,377                     | 10                         |
| Accountants and Auditors  | 3   | \$30.31                      | \$63,041                     | 40                         |
| <b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b> |   |                              |                              |                            |
| Heavy and Tractor-Trailer Truck Drivers   | 15  | \$18.98                      | \$39,493                     | 329                        |
| Computer User Support Specialists   | 15  | \$19.34                      | \$40,222                     | 72                         |
| Electronic Equipment Installers and Repairers, Motor Vehicles                       | 13  | N/A                          | N/A                          | 0                          |
| First-Line Supervisors of Production and Operating Workers                          | 3   | \$22.71                      | \$47,226                     | 58                         |
| Computer, Automated Teller, and Office Machine Repairers                            | 2   | \$14.33                      | \$29,797                     | 0                          |
| <b>Requires a High School Diploma or Equivalent or Less</b>                         |   |                              |                              |                            |
| Cashiers  | 1,413   | \$10.16                      | \$21,130                     | 127                        |
| Retail Salespersons   | 911   | \$10.84                      | \$22,542                     | 180                        |
| Stock Clerks and Order Fillers  | 327   | \$11.25                      | \$23,406                     | 102                        |
| First-Line Supervisors of Retail Sales Workers                                      | 268   | \$17.91                      | \$37,252                     | 187                        |
| Combined Food Preparation and Serving Workers, Including Fast Food                  | 230   | \$9.41                       | \$19,583                     | 112                        |

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending May 7, 2015.

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

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

## Skill Requirements in the Retail Cluster

The table below lists the 10 top skills required for top occupations in the Retail cluster, categorized by entry-level education requirements. Critical thinking and speaking are the most commonly shared skills, followed by monitoring, reading comprehension, and active listening. 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 | Installation | Instructing | Judgment and Decision Making | Learning Strategies | Management of Financial Resources | Management of Personnel Resources | Mathematics | Monitoring | Negotiation | Operation and Control | Operation Monitoring | Persuasion | Reading Comprehension | Repairing |
|   |                 |                  |                         |              |                   |                       |              |             |                              |                     |                                   |                                   |             |            |             |                       |                      |            |                       |           |
| <b>Requires a Bachelor's Degree or Higher</b>                                       |                 |                  |                         |              |                   |                       |              |             |                              |                     |                                   |                                   |             |            |             |                       |                      |            |                       |           |
| General and Operations Managers   | ●               | ●                |                         | ●            | ●                 |                       |              |             |                              |                     |                                   | ●                                 |             | ●          |             |                       |                      | ●          |                       | ●         |
| Pharmacists   | ●               | ●                |                         |              | ●                 |                       |              | ●           |                              |                     |                                   |                                   |             | ●          |             |                       |                      | ●          | ●                     | ●         |
| Sales Managers  |                 |                  |                         | ●            | ●                 |                       |              |             | ●                            |                     |                                   | ●                                 |             | ●          |             |                       | ●                    |            | ●                     | ●         |
| Cost Estimators   | ●               | ●                | ●                       |              | ●                 |                       |              |             |                              |                     | ●                                 |                                   | ●           | ●          |             |                       |                      | ●          |                       | ●         |
| Accountants and Auditors <sup>21</sup>  | ●               | ●                |                         |              | ●                 |                       |              |             | ●                            |                     |                                   |                                   | ●           | ●          |             |                       |                      | ●          |                       | ●         |
| <b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b> |                 |                  |                         |              |                   |                       |              |             |                              |                     |                                   |                                   |             |            |             |                       |                      |            |                       |           |
| Heavy and Tractor-Trailer Truck Drivers   |                 | ●                | ●                       |              | ●                 | ●                     |              |             |                              |                     |                                   |                                   |             | ●          |             | ●                     | ●                    | ●          |                       |           |
| Computer User Support Specialists   | ●               | ●                |                         | ●            | ●                 |                       |              | ●           |                              |                     |                                   |                                   |             | ●          |             |                       |                      | ●          |                       | ●         |
| Electronic Equipment Installers and Repairers, Motor Vehicles                       |                 | ●                |                         |              | ●                 | ●                     | ●            |             |                              |                     |                                   |                                   |             | ●          |             |                       | ●                    | ●          |                       | ●         |
| First-Line Supervisors of Production and Operating Workers                          |                 | ●                |                         | ●            | ●                 |                       |              |             |                              |                     |                                   | ●                                 |             | ●          |             |                       |                      | ●          | ●                     | ●         |
| Computer, Automated Teller, and Office Machine Repairers                            | ●               | ●                |                         |              | ●                 |                       |              |             |                              |                     |                                   |                                   |             | ●          |             | ●                     | ●                    | ●          | ●                     | ●         |
| <b>Requires a High School Diploma or Equivalent or Less</b>                         |                 |                  |                         |              |                   |                       |              |             |                              |                     |                                   |                                   |             |            |             |                       |                      |            |                       |           |
| Cashiers  |                 | ●                |                         | ●            | ●                 |                       |              |             |                              |                     |                                   |                                   |             | ●          |             |                       |                      | ●          |                       | ●         |
| Retail Salespersons   |                 | ●                |                         |              | ●                 |                       |              |             |                              |                     |                                   |                                   |             | ●          | ●           |                       | ●                    | ●          | ●                     | ●         |
| Stock Clerks and Order Fillers <sup>22</sup>  | ●               | ●                | ●                       | ●            | ●                 |                       |              |             |                              |                     |                                   |                                   |             | ●          |             |                       |                      | ●          |                       |           |
| First-Line Supervisors of Retail Sales Workers                                      |                 |                  |                         |              | ●                 |                       |              | ●           |                              |                     |                                   | ●                                 |             | ●          | ●           |                       | ●                    | ●          |                       | ●         |
| Combined Food Preparation and Serving Workers, Including Fast Food                  |                 | ●                |                         | ●            | ●                 |                       |              | ●           |                              | ●                   |                                   |                                   |             |            |             |                       | ●                    | ●          |                       |           |

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

<sup>21</sup> Skills represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>22</sup> Skills represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

## Work Activities in the Retail Cluster

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

| Occupations  | Work Activities               |                                 |                                |   |  |                                    |  |                                   |  |   |   |                     |   |                             |  |   |                            |                                       |   |                                      |  |   |                                      |  |  |                        |   |  |  |   |                                |                               |                     |                              |                                       |   |
|--|-------------------------------|---------------------------------|--------------------------------|---|--|------------------------------------|--|-----------------------------------|--|---|---|---------------------|---|-----------------------------|--|---|----------------------------|---------------------------------------|---|--------------------------------------|--|---|--------------------------------------|--|--|------------------------|---|--|--|---|--------------------------------|-------------------------------|---------------------|------------------------------|---------------------------------------|---|
|  | Analyzing Data or Information | Assisting and Caring for Others | Coaching and Developing Others | Communicating with Persons Outside Organization | Communicating with Supervisors, Peers, or Subordinates | Controlling Machines and Processes | Coordinating the Work and Activities of Others | Documenting/Recording Information | Establishing and Maintaining Interpersonal Relationships | Estimating the Quantifiable Characteristics of Products, Events, or Information | 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 | Making Decisions and Solving Problems | Monitor Processes, Materials, or Surroundings | Monitoring and Controlling Resources | Operating Vehicles, Mechanized Devices, or Equipment | Organizing, Planning, and Prioritizing Work | Performing Administrative Activities | Performing for or Working Directly with the Public | Performing General Physical Activities | Processing Information | Provide Consultation and Advice to Others | Repairing and Maintaining Electronic Equipment | Repairing and Maintaining Mechanical Equipment | Resolving Conflicts and Negotiating with Others | Scheduling Work and Activities | Selling or Influencing Others | Thinking Creatively | Training and Teaching Others | Updating and Using Relevant Knowledge |   |
| Requires a Bachelor's Degree or Higher                                       |                               |                                 |                                |   |  |                                    |  |                                   |  |   |   |                     |   |                             |  |   |                            |                                       |   |                                      |  |   |                                      |  |  |                        |   |  |  |   |                                |                               |                     |                              |                                       |   |
| General and Operations Managers  |                               |                                 |                                | ●   | ●  |                                    | ●  |                                   | ●  |   |   |                     |   |                             |  |   |                            | ●                                     |   | ●                                    |  | ●   |                                      |  |  |                        |   |  |  | ●   | ●                              |                               | ●                   |                              |                                       |   |
| Pharmacists  | ●                             | ●                               |                                |   |  |                                    |  |                                   | ●  |   | ●   |                     |   |                             | ●  |   |                            |                                       | ●   |                                      |  | ●   |                                      | ●  |  | ●                      |   |  |  |   |                                |                               |                     |                              |                                       | ● |
| Sales Managers   |                               |                                 | ●                              | ●   | ●  |                                    | ●  |                                   | ●  |   |   | ●                   |   |                             |  |   |                            | ●                                     |   |                                      | ●  |   |                                      |  |  |                        |   |  |  | ●   |                                | ●                             |                     |                              |                                       |   |
| Cost Estimators  | ●                             |                                 |                                |   | ●  |                                    |  | ●                                 |  | ●   |   | ●                   |   |                             |  |   |                            | ●                                     |   |                                      | ●  |   |                                      |  |  | ●                      | ●   |  |  |   |                                |                               |                     |                              |                                       | ● |
| Accountants and Auditors <sup>23</sup>                                       | ●                             |                                 |                                |   | ●  |                                    |  |                                   | ●  |   | ●   | ●                   |   |                             |  |   |                            | ●                                     |   |                                      |  | ●   | ●                                    |  |  | ●                      |   | ●  |  |   |                                |                               |                     |                              |                                       | ● |
| Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree |                               |                                 |                                |   |  |                                    |  |                                   |  |   |   |                     |   |                             |  |   |                            |                                       |   |                                      |  |   |                                      |  |  |                        |   |  |  |   |                                |                               |                     |                              |                                       |   |
| Heavy and Tractor-Trailer Truck Drivers                                      |                               |                                 |                                |   |  | ●                                  |  |                                   | ●  |   |   | ●                   |   | ●                           | ●  | ●   |                            |                                       | ●   |                                      | ●  | ●   |                                      |  | ●                                      |                        |   |  |  |   |                                |                               |                     |                              |                                       |   |
| Computer User Support Specialists  |                               |                                 |                                |   | ●  |                                    |  |                                   | ●  |   |   | ●                   |   |                             | ●  |   | ●                          |                                       |   |                                      | ●  |   |                                      | ●  |  |                        |   |  |  |   |                                |                               | ●                   |                              |                                       | ● |
| Electronic Equipment Installers and Repairers, Motor Vehicles                |                               |                                 |                                |   |  | ●                                  |  |                                   | ●  |   |   | ●                   |   | ●                           |  |   |                            |                                       | ●   |                                      |  | ●   |                                      | ●  |  |                        |   | ●  |  |   |                                |                               |                     | ●                            |                                       | ● |
| First-Line Supervisors of Production and Operating Workers                   |                               |                                 | ●                              |   | ●  | ●                                  | ●  |                                   | ●  |   |   |                     | ●   | ●                           |  |   |                            |                                       |   |                                      |  |   |                                      |  |  | ●                      |   |  |  |   | ●                              | ●                             |                     |                              |                                       |   |
| Computer, Automated Teller, and Office Machine Repairers                     |                               |                                 |                                |   | ●  |                                    |  |                                   | ●  |   |   |                     |   |                             | ●  |   | ●                          | ●                                     |   |                                      | ●  |   |                                      |  |  |                        |   |  | ●  | ●   |                                |                               |                     | ●                            |                                       | ● |
| Requires a High School Diploma or Equivalent or Less                         |                               |                                 |                                |   |  |                                    |  |                                   |  |   |   |                     |   |                             |  |   |                            |                                       |   |                                      |  |   |                                      |  |  |                        |   |  |  |   |                                |                               |                     |                              |                                       |   |
| Cashiers   |                               |                                 |                                | ●   | ●  |                                    |  |                                   | ●  |   |   | ●                   |   | ●                           |  |   |                            | ●                                     |   |                                      |  |   | ●                                    | ●  |  |                        |   |  |  | ●   |                                | ●                             |                     |                              |                                       |   |
| Retail Salespersons  |                               |                                 |                                | ●   | ●  |                                    |  |                                   | ●  |   |   |                     | ●   |                             |  |   |                            | ●                                     |   |                                      | ●  |   | ●                                    |  |  |                        |   |  |  |   |                                | ●                             | ●                   |                              |                                       | ● |
| Stock Clerks and Order Fillers <sup>24</sup>                                 |                               |                                 |                                |   | ●  | ●                                  |  |                                   | ●  |   |   |                     |   | ●                           | ●  |   |                            |                                       |   |                                      |  | ●   |                                      | ●  | ●                                      |                        |   |  |  |   |                                |                               |                     | ●                            | ●                                     |   |
| First-Line Supervisors of Retail Sales Workers                               |                               |                                 | ●                              |   | ●  |                                    |  |                                   | ●  |   |   | ●                   |   | ●                           |  |   |                            | ●                                     |   |                                      |  | ●   |                                      | ●  |  |                        |   |  |  | ●   | ●                              |                               |                     |                              |                                       |   |
| Combined Food Preparation and Serving Workers, Including Fast Food           |                               |                                 | ●                              |   | ●  |                                    | ●  |                                   | ●  |   |   | ●                   |   | ●                           | ●  |   |                            |                                       |   |                                      |  |   | ●                                    |  |  |                        |   |  |  | ●   |                                |                               |                     | ●                            |                                       |   |

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

<sup>23</sup> Work Activities represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>24</sup> Work Activities represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

## Related Occupations for the Retail Cluster

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

| Retail Occupations  | Related Occupations  |
|---|--|
| <b>Requires a Bachelor's Degree or Higher</b>                                       |  |
| General and Operations Managers   | <ul style="list-style-type: none"> <li>Logistics Managers</li> <li>Purchasing Managers</li> <li>First-Line Supervisors of Office and Administrative Support Workers</li> </ul>   |
| Pharmacists   | <ul style="list-style-type: none"> <li>Nursing Instructors and Teachers, Postsecondary</li> <li>Health Specialties Teachers, Postsecondary</li> <li>Medical Scientists, Except Epidemiologists</li> </ul>              |
| Sales Managers  | <ul style="list-style-type: none"> <li>Financial Managers, Branch or Department</li> <li>Marketing Managers</li> <li>Human Resources Managers</li> </ul>   |
| Cost Estimators   | <ul style="list-style-type: none"> <li>Risk Management Specialists</li> <li>Market Research Analysts and Marketing Specialists</li> <li>Supply Chain Managers</li> </ul>   |
| Accountants and Auditors  | <ul style="list-style-type: none"> <li>Financial Analysts</li> <li>Personal Financial Advisors</li> <li>Budget Analysts</li> </ul>   |
| <b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b> |  |
| Heavy and Tractor-Trailer Truck Drivers   | <ul style="list-style-type: none"> <li>Light Truck or Delivery Services Drivers</li> <li>Pile-Driver Operators</li> <li>Paving, Surfacing, and Tamping Equipment Operators</li> </ul>                                  |
| Computer User Support Specialists   | <ul style="list-style-type: none"> <li>Web Administrators</li> <li>Audio and Video Equipment Technicians</li> <li>Desktop Publishers</li> </ul>  |
| Electronic Equipment Installers and Repairers, Motor Vehicles                       | <ul style="list-style-type: none"> <li>Automotive Specialty Technicians</li> <li>Security and Fire Alarm Systems Installers</li> <li>Heating and Air Conditioning Mechanics and Installers</li> </ul>                  |
| First-Line Supervisors of Production and Operating Workers                          | <ul style="list-style-type: none"> <li>First-Line Supervisors of Construction Trades and Extraction Workers</li> <li>First-Line Supervisors of Logging Workers</li> <li>Non-Destructive Testing Specialists</li> </ul> |
| Computer, Automated Teller, and Office Machine Repairers                            | <ul style="list-style-type: none"> <li>Computer User Support Specialists</li> <li>Electrical Engineering Technicians</li> <li>Telecommunications Equipment Installers and Repairers, Except Line Installers</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>Waiters and Waitresses</li> <li>Counter and Rental Clerks</li> </ul>  |
| Retail Salespersons   | <ul style="list-style-type: none"> <li>First-Line Supervisors of Retail Sales Workers</li> <li>Tellers</li> <li>Concierges</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>Food Servers, Nonrestaurant</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>Bartenders</li> <li>Hotel, Motel, and Resort Desk Clerks</li> </ul>                                     |
| Combined Food Preparation and Serving Workers, Including Fast Food                  | <ul style="list-style-type: none"> <li>Cooks, Fast Food</li> <li>Stock Clerks, Sales Floor</li> <li>Counter Attendants, Cafeteria, Food Concession, and Coffee Shop</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 Northern Economic Sub-Market\*\* employers in the Retail cluster who posted the most job advertisements during the 120-day period ending May 7, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

| Retail Cluster Employers      | Recent Job Advertisements <sup>25</sup><br>(120-day period) | Prior Year Job Advertisements<br>(120-day period) | Numerical Change | Year-Over Percent Change<br>(HWOL Job Advertisements) |
|-------------------------------|---|---|------------------|---|
| Safeway Companies             | 62  | 8   | 54               | 675.0%  |
| Rite Aid                      | 21  | 9   | 12               | 133.3%  |
| Walmart                       | 16  | 4   | 12               | 300.0%  |
| Home Depot                    | 16  | 8   | 8                | 100.0%  |
| Sears Holdings Corporation    | 13  | 23  | -10              | -43.5%  |
| Lithia Motors, Inc.           | 12  | 0   | 12               | -   |
| Dollar Tree Stores, Inc.      | 12  | 2   | 10               | 500.0%  |
| WinCo Foods                   | 12  | 3   | 9                | 300.0%  |
| Sobeys Inc.                   | 9   | 0   | 9                | -   |
| Target Corporation            | 7   | 4   | 3                | 75.0%   |
| JCPenney                      | 6   | 1   | 5                | 500.0%  |
| rue21                         | 4   | 2   | 2                | 100.0%  |
| Ulta                          | 4   | 0   | 4                | -   |
| Party City Corporation        | 3   | 0   | 3                | -   |
| CVS Caremark                  | 3   | 15  | -12              | -80.0%  |
| Coast Hardware                | 2   | 0   | 2                | -   |
| Starbucks                     | 2   | 5   | -3               | -60.0%  |
| Staples                       | 2   | 10  | -8               | -80.0%  |
| General Nutrition Corporation | 2   | 3   | -1               | -33.3%  |
| Chevron                       | 2   | 0   | 2                | -   |

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

<sup>25</sup> Totals do not include employers with anonymous job advertisements.

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

## Instructional Programs for the Top Retail Cluster Occupations

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

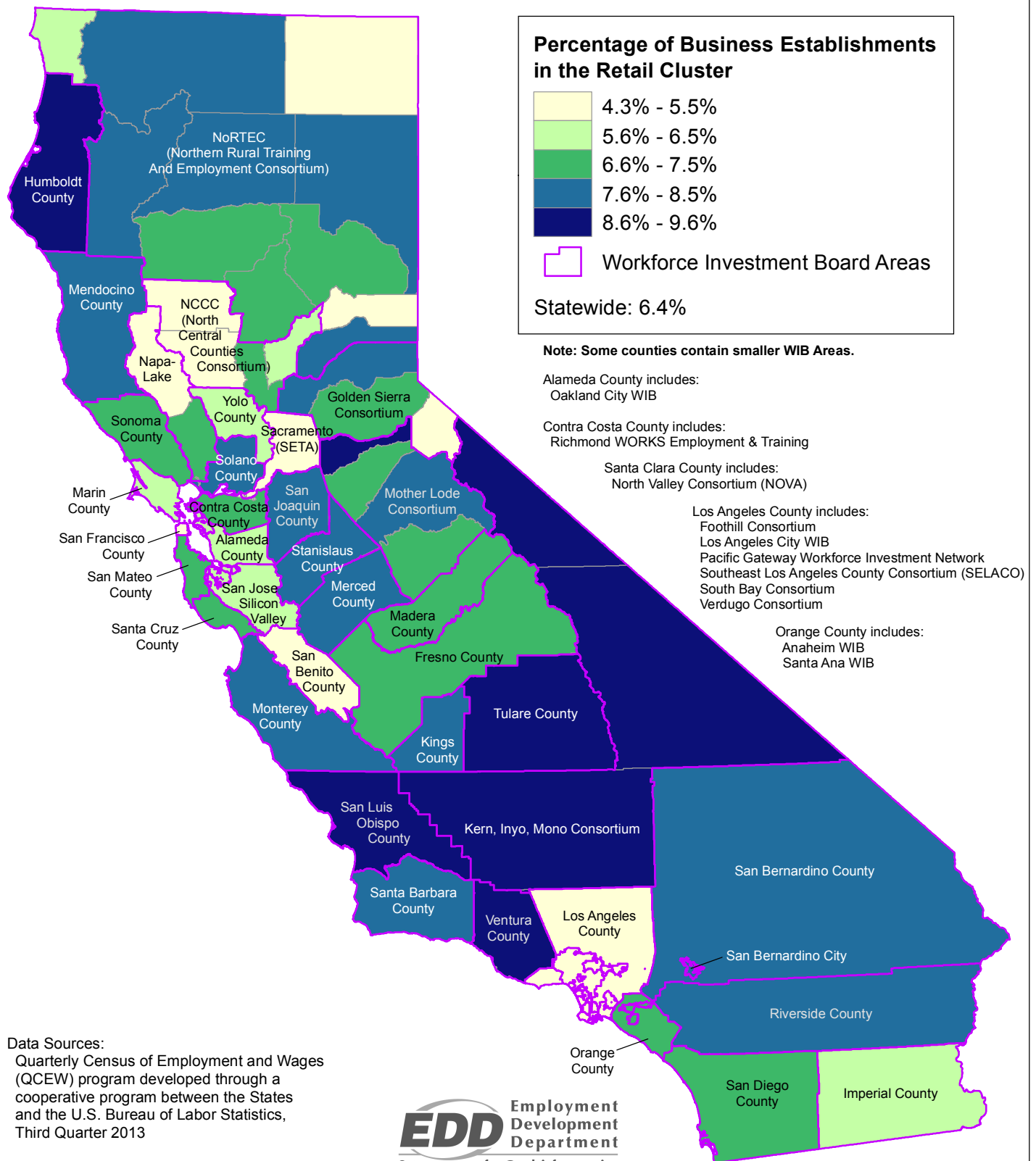
| Occupations   | Classification of Instructional Program (CIP) |  | Taxonomy of Programs (TOP) |  |
|---|---|--|----------------------------|--|
|   | CIP Code                                      | CIP Title  | TOP Code                   | TOP Title                              |
| Heavy and Tractor-Trailer Truck Drivers                       | 49.0205                                       | Truck and Bus Driver/ Commercial Vehicle Operator and Instructor | N/A                        | N/A                                    |
| Computer User Support Specialists                             | 01.0106                                       | Agricultural Business Technology                                 | 094750                     | Truck and Bus Driving                  |
|   | 11.1006                                       | Computer Support Specialist                                      |                            |  |
|   | 51.0709                                       | Medical Office Computer Specialist/Assistant                     |                            |  |
| Electronic Equipment Installers and Repairers, Motor Vehicles | 47.0604                                       | Automobile/Automotive Mechanics Technology/ Technician           | 070820                     | Computer Support                       |
| First-Line Supervisors of Production and Operating Workers    | 52.0205                                       | Operations Management and Supervision                            | 300700                     | Cosmetology and Barbering              |
| Computer, Automated Teller, and Office Machine Repairers      | 47.0102                                       | Business Machine Repair  | 093410                     | Computer Support                       |
|   | 47.0104                                       | Computer Installation and Repair Technology/Technician           |                            |  |
| First-Line Supervisors of Retail Sales Workers                | 19.0203                                       | Consumer Merchandising/ Retailing Management                     | 010920                     | Floriculture/Floristry                 |
|   | 52.0208                                       | E-Commerce/Electronic Commerce                                   | 050650                     | Retail Store Operations and Management |
|   | 52.1804                                       | Selling Skills and Sales Operations                              | 050940                     | Sales and Salesmanship                 |

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

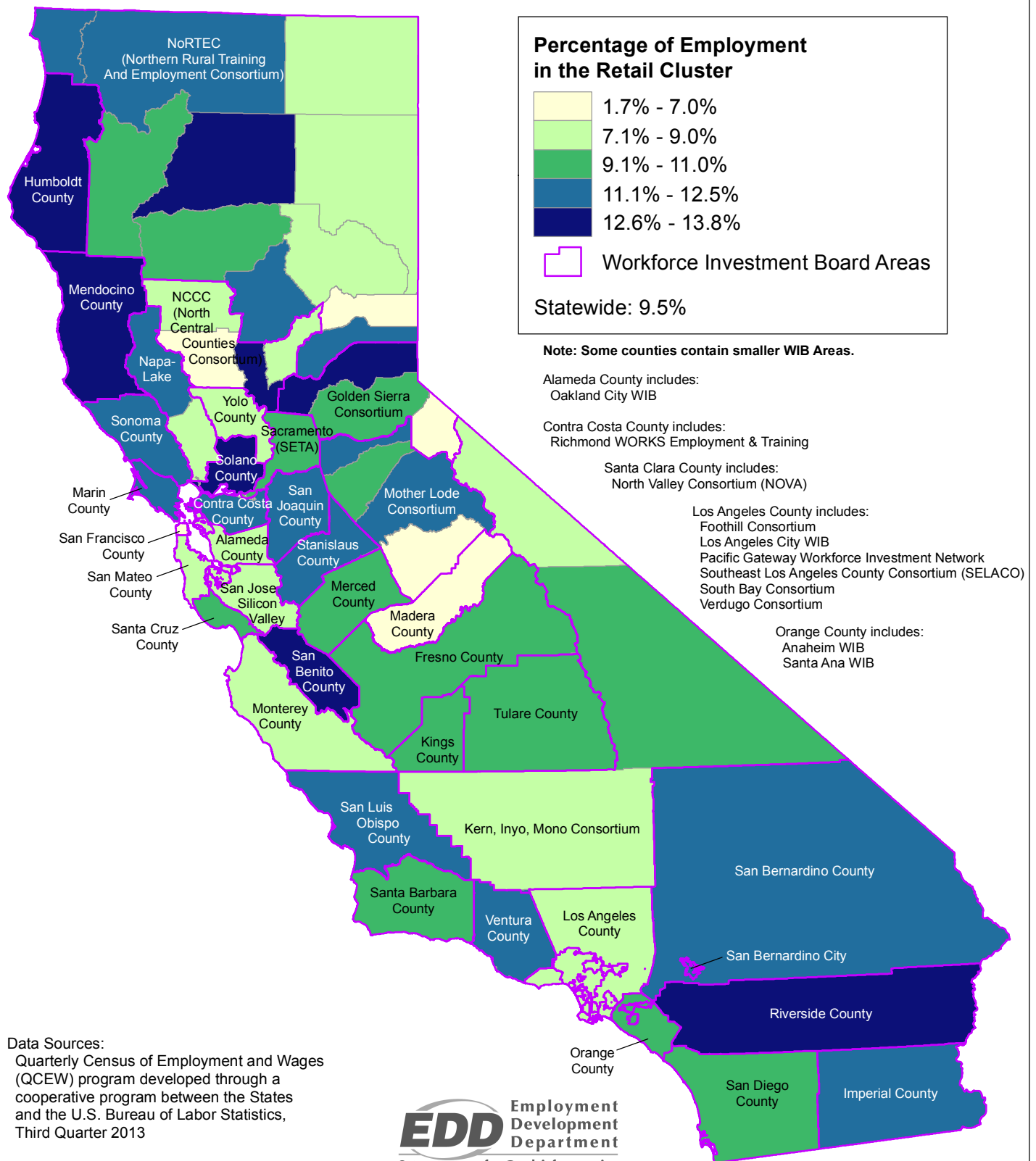
**EDD** Employment Development Department  
State of California

**LaborMarketInfo**

File T036

# California Retail Cluster

Percentage of Total County Employment, 2013



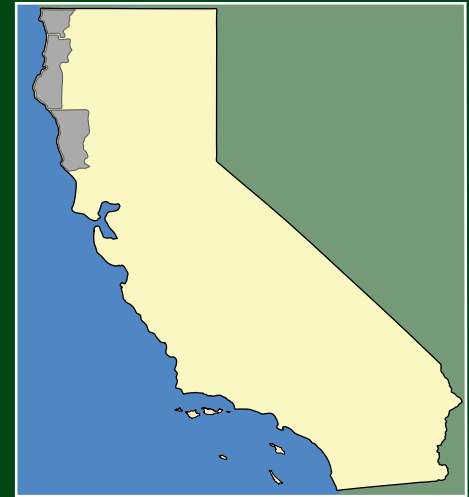
Data Sources:  
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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



# Occupational Analysis: Health Care Services Cluster

Northern Economic Sub-Market  
Del Norte, Humboldt, and Mendocino Counties

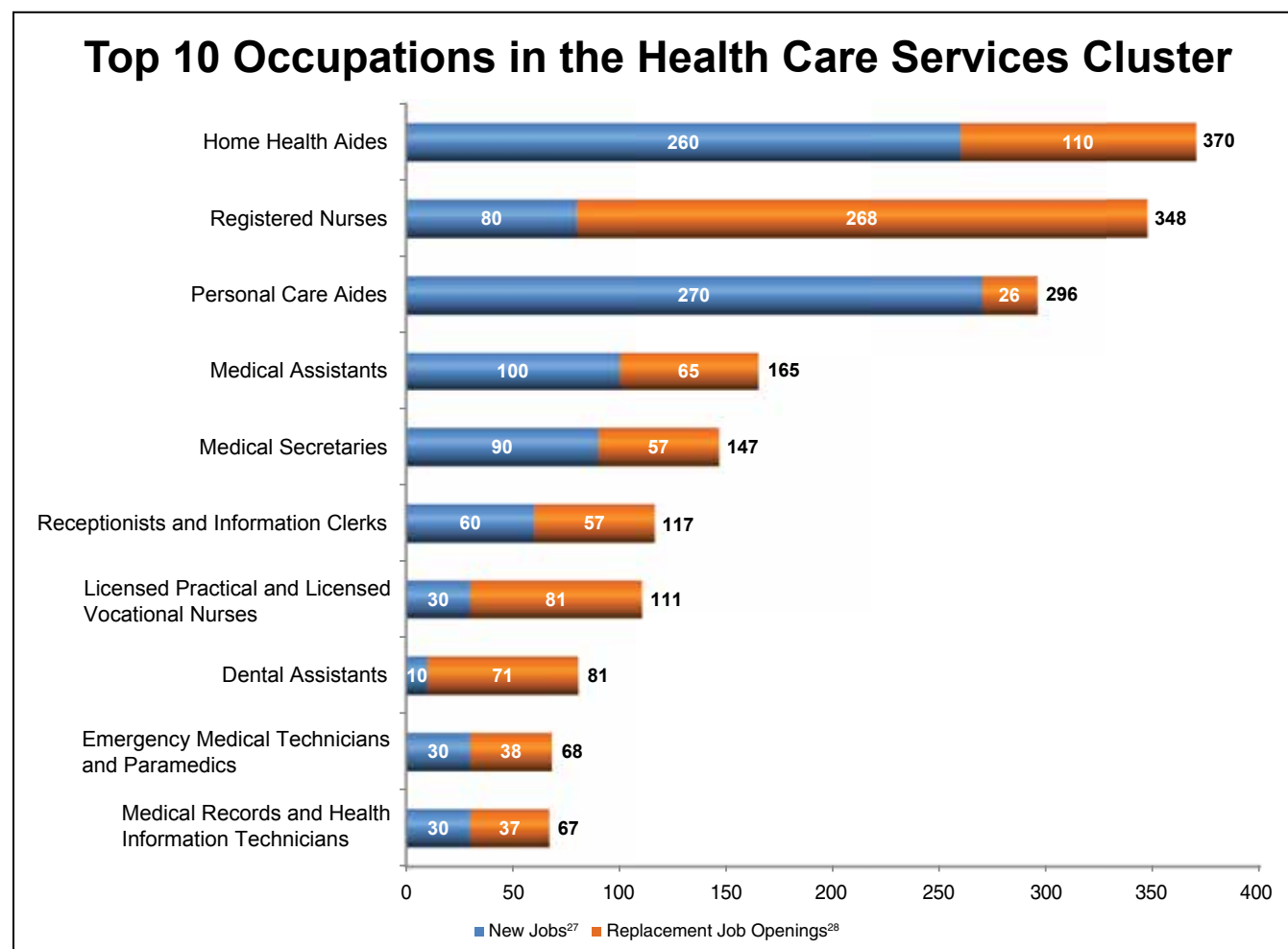
May 2015

## What is the Health Care Services Cluster?

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

## Top 10 Occupations in the Health Care Services Cluster

The graph below identifies the top 10 occupations in the Health Care Services cluster, based on the Northern Economic Sub-Market's\*\* new job growth plus replacement openings. In sum, these 10 occupations represent more than half of the 3,358 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>26</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>26</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>27</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>28</sup> Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

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

The table below further profiles the Northern Economic Sub-Market's\*\* top 10 occupations in the Health Care Services cluster by listing the total job openings for 2012-2022, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a 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>29</sup><br>(2012-2022) | Median Hourly Wage<br>(2014) | Median Annual Wage<br>(2014) | Entry Level Education <sup>30</sup> | HWOL Job Ads <sup>31</sup><br>(120 days) |
|--|---|------------------------------|------------------------------|-------------------------------------|--|
| Home Health Aides                                  | 370   | \$12.27                      | \$25,510                     | Less than high school               | 58                                       |
| Registered Nurses                                  | 348   | \$31.26                      | \$65,029                     | Associate's degree                  | 685                                      |
| Personal Care Aides                                | 296   | \$10.66                      | \$22,189                     | Less than high school               | 168                                      |
| Medical Assistants                                 | 165   | \$15.07                      | \$31,342                     | Postsecondary non-degree award      | 105                                      |
| Medical Secretaries                                | 147   | \$14.16                      | \$29,456                     | High school diploma or equivalent   | 87                                       |
| Receptionists and Information Clerks               | 117   | \$13.42                      | \$27,920                     | High school diploma                 | 86                                       |
| Licensed Practical and Licensed Vocational Nurses  | 111   | \$25.50                      | \$53,031                     | Postsecondary non-degree award      | 72                                       |
| Dental Assistants                                  | 81  | \$18.83                      | \$39,176                     | Postsecondary non-degree award      | 21                                       |
| Emergency Medical Technicians and Paramedics       | 68  | \$16.35                      | \$34,010                     | Postsecondary non-degree award      | 9  |
| Medical Records and Health Information Technicians | 67  | \$13.93                      | \$28,986                     | Postsecondary non-degree award      | 37                                       |

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending period ending May 7, 2015.

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

<sup>30</sup> U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

<sup>31</sup> Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

## Top Occupations for the Health Care Services Cluster by Education Level

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

| Occupations   | Total Job Openings <sup>32</sup><br>(2012-2022) | Median Hourly Wage<br>(2014) | Median Annual Wage<br>(2014) | HWOL Job Ads<br>(120 days) |
|---|---|------------------------------|------------------------------|----------------------------|
| <b>Requires a Bachelor's Degree or Higher</b>                                       |   |                              |                              |                            |
| Family and General Practitioners  | 55  | \$67.99                      | \$141,407                    | 26                         |
| Medical and Health Services Managers  | 49  | \$41.38                      | \$86,068                     | 92                         |
| Dentists, General   | 42  | \$66.06                      | \$137,403                    | 9                          |
| Nurse Practitioners   | 34  | \$42.70                      | \$88,802                     | 12                         |
| Physician Assistants  | 27  | \$43.57                      | \$90,624                     | 37                         |
| <b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b> |   |                              |                              |                            |
| Registered Nurses   | 348   | \$31.26                      | \$65,029                     | 685                        |
| Medical Assistants  | 165   | \$15.07                      | \$31,342                     | 105                        |
| Licensed Practical and Licensed Vocational Nurses                                   | 111   | \$25.50                      | \$53,031                     | 72                         |
| Dental Assistants   | 81  | \$18.83                      | \$39,176                     | 21                         |
| Emergency Medical Technicians and Paramedics  | 68  | \$16.35                      | \$34,010                     | 9                          |
| <b>Requires a High School Diploma or Equivalent or Less</b>                         |   |                              |                              |                            |
| Home Health Aides   | 370   | \$12.27                      | \$25,510                     | 58                         |
| Personal Care Aides   | 296   | \$10.66                      | \$22,189                     | 168                        |
| Medical Secretaries   | 147   | \$14.16                      | \$29,456                     | 87                         |
| Receptionists and Information Clerks  | 117   | \$13.42                      | \$27,920                     | 86                         |
| Office Clerks, General  | 58  | \$14.16                      | \$29,460                     | 112                        |

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending period ending May 7, 2015.

<sup>32</sup> Total job openings are the sum of new jobs and replacement job openings.

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

## Skill Requirements in the Health Care Services Cluster

The table below lists the 10 top skills required for top occupations in the Health Care Services cluster, categorized by entry-level education requirements. Active listening, critical thinking, 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 | Monitoring | Operations Analysis | Reading Comprehension | Science | Service Orientation | Social Perceptiveness |
| <b>Requires a Bachelor's Degree or Higher</b>                                       |                 |                  |                         |              |                   |             |                              |                     |            |                     |                       |         |                     |                       |
| Family and General Practitioners  | •               | •                | •                       |              | •                 |             | •                            |                     |            |                     | •                     | •       |                     | •                     |
| Medical and Health Services Managers  |                 | •                |                         | •            | •                 |             | •                            |                     | •          | •                   | •                     |         |                     | •                     |
| Dentists, General   | •               | •                | •                       | •            | •                 |             | •                            |                     | •          |                     | •                     |         |                     | •                     |
| Nurse Practitioners   | •               | •                |                         |              | •                 | •           | •                            |                     | •          |                     | •                     | •       |                     | •                     |
| Physician Assistants  | •               | •                |                         | •            | •                 |             |                              |                     | •          |                     | •                     |         | •                   | •                     |
| <b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b> |                 |                  |                         |              |                   |             |                              |                     |            |                     |                       |         |                     |                       |
| Registered Nurses   | •               | •                |                         | •            | •                 |             |                              | •                   | •          |                     | •                     |         | •                   | •                     |
| Medical Assistants  | •               | •                |                         | •            | •                 |             |                              |                     | •          |                     | •                     |         | •                   | •                     |
| Licensed Practical and Licensed Vocational Nurses                                   |                 | •                |                         | •            | •                 |             |                              |                     | •          |                     | •                     |         | •                   | •                     |
| Dental Assistants   | •               | •                |                         |              | •                 | •           |                              |                     | •          |                     | •                     |         | •                   | •                     |
| Emergency Medical Technicians and Paramedics  | •               | •                |                         | •            | •                 |             | •                            |                     | •          |                     | •                     |         | •                   | •                     |
| <b>Requires a High School Diploma or Equivalent or Less</b>                         |                 |                  |                         |              |                   |             |                              |                     |            |                     |                       |         |                     |                       |
| Home Health Aides   | •               | •                |                         | •            | •                 |             |                              | •                   | •          |                     | •                     |         | •                   | •                     |
| Personal Care Aides   | •               | •                |                         | •            | •                 |             |                              |                     | •          |                     | •                     |         | •                   | •                     |
| Medical Secretaries   |                 | •                |                         | •            | •                 |             |                              |                     | •          |                     | •                     |         | •                   | •                     |
| Receptionists and Information Clerks  |                 | •                | •                       | •            | •                 |             |                              |                     |            |                     | •                     |         | •                   | •                     |
| Office Clerks, General  |                 | •                |                         | •            | •                 |             |                              |                     | •          |                     | •                     |         | •                   | •                     |

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; assisting and caring for others; and updating and using relevant knowledge.

| Occupations   | Work Activities               |                                 |                                |   |  |                                    |  |                                   |  |   |                     |   |                             |  |                            |                                       |   |                                      |   |                                      |
|---|-------------------------------|---------------------------------|--------------------------------|---|--|------------------------------------|--|-----------------------------------|--|---|---------------------|---|-----------------------------|--|----------------------------|---------------------------------------|---|--------------------------------------|---|--------------------------------------|
|   | Analyzing Data or Information | Assisting and Caring for Others | Coaching and Developing Others | Communicating with Persons Outside Organization | Communicating with Supervisors, Peers, or Subordinates | Controlling Machines and Processes | Coordinating the Work and Activities of Others | 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 |
|   |                               |                                 |                                |   |  |                                    |  |                                   |  |   |                     |   |                             |  |                            |                                       |   |                                      |   |                                      |
| <b>Requires a Bachelor's Degree or Higher</b>                                       |                               |                                 |                                |   |  |                                    |  |                                   |  |   |                     |   |                             |  |                            |                                       |   |                                      |   |                                      |
| Family and General Practitioners  | ●                             | ●                               |                                |   |  |                                    |  | ●                                 | ●  | ●   |                     |   | ●                           |  |                            | ●                                     | ●   |                                      |   | ●                                    |
| Medical and Health Services Managers  |                               |                                 | ●                              |   | ●  |                                    | ●  |                                   | ●  |   | ●                   |   |                             |  |                            | ●                                     |   | ●                                    | ●   |                                      |
| Dentists, General   |                               | ●                               |                                |   |  | ●                                  |  | ●                                 | ●  | ●   |                     |   | ●                           |  |                            | ●                                     |   | ●                                    |   | ●                                    |
| Nurse Practitioners   |                               | ●                               |                                |   |  |                                    |  | ●                                 | ●  | ●   |                     |   | ●                           |  |                            | ●                                     | ●   | ●                                    |   | ●                                    |
| Physician Assistants  | ●                             | ●                               |                                |   |  |                                    |  |                                   | ●  | ●   |                     |   | ●                           |  |                            | ●                                     | ●   |                                      | ●   | ●                                    |
| <b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b> |                               |                                 |                                |   |  |                                    |  |                                   |  |   |                     |   |                             |  |                            |                                       |   |                                      |   |                                      |
| Registered Nurses   |                               | ●                               |                                | ●   |  |                                    |  | ●                                 | ●  | ●   |                     |   | ●                           |  |                            | ●                                     | ●   | ●                                    |   | ●                                    |
| Medical Assistants  |                               | ●                               |                                | ●   |  |                                    |  | ●                                 | ●  | ●   |                     |   | ●                           |  |                            |                                       | ●   | ●                                    | ●   | ●                                    |
| Licensed Practical and Licensed Vocational Nurses                                   |                               | ●                               |                                | ●   |  |                                    |  | ●                                 | ●  |   |                     |   | ●                           | ●  |                            | ●                                     | ●   | ●                                    |   | ●                                    |
| Dental Assistants   |                               | ●                               |                                |   |  |                                    |  | ●                                 | ●  | ●   |                     |   | ●                           | ●  |                            | ●                                     | ●   | ●                                    |   | ●                                    |
| Emergency Medical Technicians and Paramedics  |                               | ●                               |                                |   |  |                                    |  | ●                                 | ●  |   |                     |   | ●                           |  |                            | ●                                     | ●   |                                      |   | ●                                    |
| <b>Requires a High School Diploma or Equivalent or Less</b>                         |                               |                                 |                                |   |  |                                    |  |                                   |  |   |                     |   |                             |  |                            |                                       |   |                                      |   |                                      |
| Home Health Aides   |                               | ●                               |                                | ●   |  |                                    |  | ●                                 | ●  |   |                     |   | ●                           | ●  |                            | ●                                     | ●   | ●                                    |   | ●                                    |
| Personal Care Aides   |                               | ●                               |                                | ●   |  |                                    |  | ●                                 | ●  |   |                     |   | ●                           | ●  |                            | ●                                     | ●   | ●                                    | ●   |                                      |
| Medical Secretaries   |                               | ●                               |                                | ●   |  |                                    |  | ●                                 |  | ●   |                     |   | ●                           |  |                            | ●                                     |   |                                      | ●   | ●                                    |
| Receptionists and Information Clerks  |                               | ●                               |                                |   |  |                                    |  | ●                                 | ●  | ●   |                     |   | ●                           |  |                            | ●                                     |   | ●                                    | ●   | ●                                    |
| Office Clerks, General  |                               | ●                               |                                | ●   |  |                                    |  | ●                                 | ●  | ●   |                     |   |                             | ●  |                            |                                       |   | ●                                    |   | ●                                    |

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>                                       |   |
| Family and General Practitioners  | <ul style="list-style-type: none"> <li>• Hospitalists</li> <li>• Preventive Medicine Physicians</li> <li>• Physician Assistants</li> </ul>  |
| Medical and Health Services Managers  | <ul style="list-style-type: none"> <li>• Chief Executives</li> <li>• Education Administrators, Postsecondary</li> <li>• Social and Community Service Managers</li> </ul>  |
| Dentists, General   | <ul style="list-style-type: none"> <li>• Oral and Maxillofacial Surgeons</li> <li>• Orthodontists</li> <li>• Prosthodontists</li> </ul>   |
| Nurse Practitioners   | <ul style="list-style-type: none"> <li>• Nursing Instructors and Teachers, Postsecondary</li> <li>• Clinical Nurse Specialists</li> <li>• Nurse Midwives</li> </ul>   |
| Physician Assistants  | <ul style="list-style-type: none"> <li>• Health Specialties Teachers, Postsecondary</li> <li>• Clinical Nurse Specialists</li> <li>• Nurse Practitioners</li> </ul>   |
| <b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b> |   |
| Registered Nurses   | <ul style="list-style-type: none"> <li>• Respiratory Therapists</li> <li>• Cardiovascular Technologists and Technicians</li> <li>• Licensed Practical and Licensed Vocational Nurses</li> </ul>   |
| Medical Assistants  | <ul style="list-style-type: none"> <li>• Pharmacy Technicians</li> <li>• Occupational Therapy Assistants</li> <li>• Physical Therapist Assistants</li> </ul>  |
| Licensed Practical and Licensed Vocational Nurses                                   | <ul style="list-style-type: none"> <li>• Acute Care Nurses</li> <li>• Psychiatric Technicians</li> <li>• Respiratory Therapy Technicians</li> </ul>   |
| Dental Assistants   | <ul style="list-style-type: none"> <li>• Dental Hygienists</li> <li>• Surgical Technologists</li> <li>• Neurodiagnostic Technologists</li> </ul>  |
| Emergency Medical Technicians and Paramedics  | <ul style="list-style-type: none"> <li>• Municipal Firefighters</li> <li>• Police Patrol Officers</li> <li>• Sheriffs and Deputy Sheriffs</li> </ul>  |
| <b>Requires a High School Diploma or Equivalent or Less</b>                         |   |
| Home Health Aides   | <ul style="list-style-type: none"> <li>• Occupational Therapy Aides</li> <li>• Physical Therapist Aides</li> <li>• Personal Care Aides</li> </ul>   |
| Personal Care Aides   | <ul style="list-style-type: none"> <li>• Home Health Aides</li> <li>• Physical Therapist Aides</li> <li>• Childcare Workers</li> </ul>  |
| Medical Secretaries   | <ul style="list-style-type: none"> <li>• Medical Records and Health Information Technicians</li> <li>• Bill and Account Collectors</li> <li>• Receptionists and Information Clerks</li> </ul>   |
| Receptionists and Information Clerks  | <ul style="list-style-type: none"> <li>• Customer Service Representatives</li> <li>• Hotel, Motel, and Resort Desk Clerks</li> <li>• Office Clerks, General</li> </ul>  |
| Office Clerks, General  | <ul style="list-style-type: none"> <li>• Medical Records and Health Information Technicians</li> <li>• Receptionists and Information Clerks</li> <li>• Secretaries and Administrative Assistants, Except Legal, Medical, and Executive</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 Northern Economic Sub-Market\*\* employers in the Health Care Services cluster who posted the most job advertisements during the 120-day period ending May 7, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

| Health Care Services Cluster Employers | Recent Job Advertisements <sup>33</sup><br>(120-day period) | Prior Year Job Advertisements<br>(120-day period) | Numerical Change | Year-Over Percent Change<br>(HWOL Job Advertisements) |
|--|---|---|------------------|---|
| Ukiah Valley Medical Center            | 72  | 67  | 5                | 7.5%  |
| Onward Healthcare                      | 46  | 42  | 4                | 9.5%  |
| Frank R. Howard Memorial Hospital      | 44  | 13  | 31               | 238.5%  |
| Presence Health                        | 43  | 12  | 31               | 258.3%  |
| Sutter Health                          | 42  | 20  | 22               | 110.0%  |
| Brookdale Senior Living                | 25  | 0   | 25               | -   |
| American Mobile Healthcare             | 21  | 3   | 18               | 600.0%  |
| Dialysis Clinic, Inc.                  | 17  | 7   | 10               | 142.9%  |
| MCHC                                   | 14  | 9   | 5                | 55.6%   |
| Indian Health Service                  | 13  | 3   | 10               | 333.3%  |
| Mad River Community Hospital           | 11  | 6   | 5                | 83.3%   |
| VA Medical Center                      | 8   | 0   | 8                | -   |
| Mendocino Community Health Clinic      | 7   | 2   | 5                | 250.0%  |
| Heritage Healthcare, Inc.              | 6   | 1   | 5                | 500.0%  |
| Adventist HealthCare                   | 6   | 7   | -1               | -14.3%  |
| Hospice Of Humboldt                    | 5   | 3   | 2                | 66.7%   |
| Aureus Medical                         | 5   | 0   | 5                | -   |
| Sutter Coast Hospital                  | 4   | 2   | 2                | 100.0%  |
| Mendocino Coast District Hospital      | 4   | 5   | -1               | -20.0%  |
| Fresenius Medical Care                 | 4   | 5   | -1               | -20.0%  |

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

<sup>33</sup> Totals do not include employers with anonymous job advertisements.

\*\* This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

## Instructional Programs for the Health Care Services Cluster Occupations

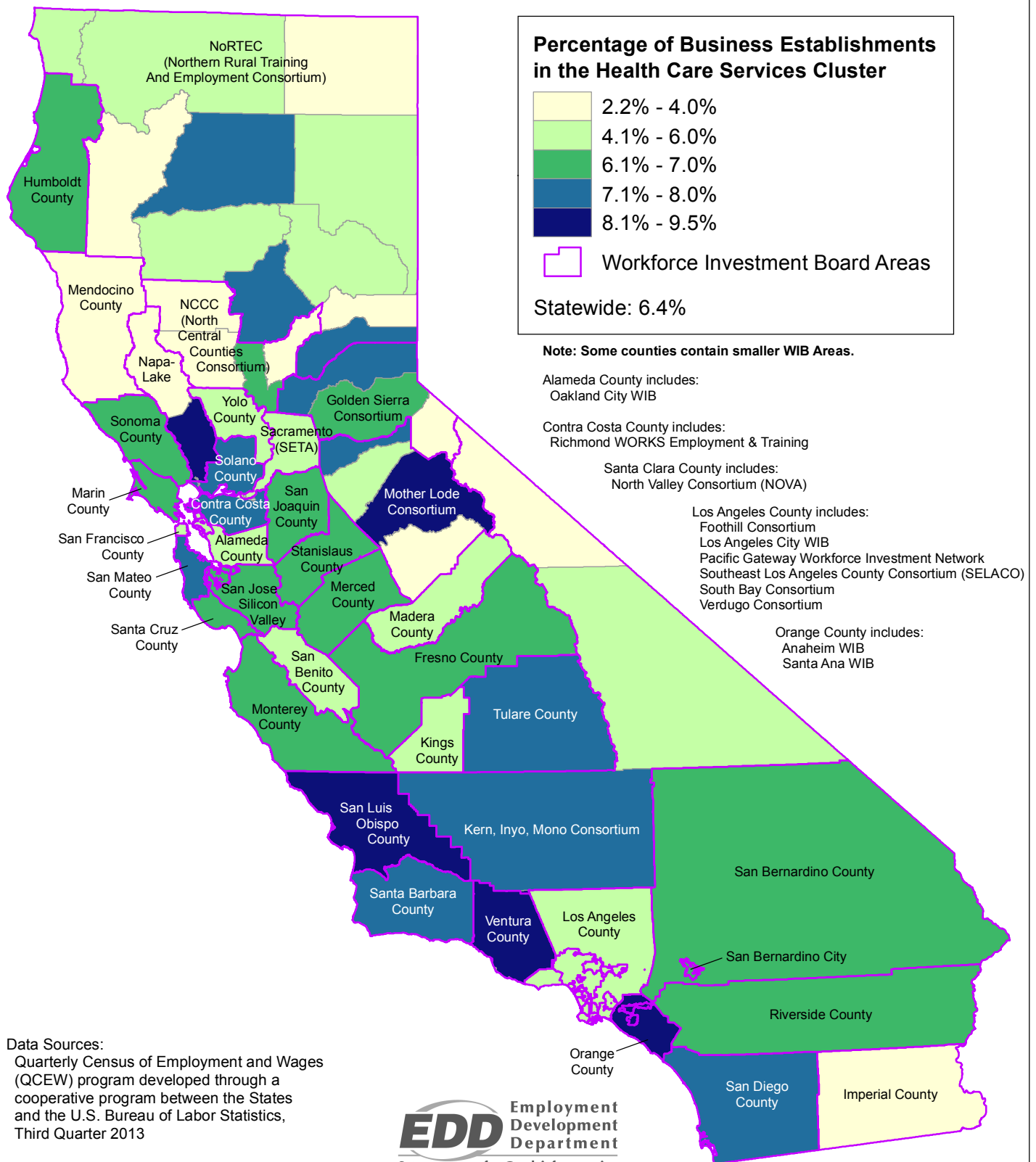
The table below provides examples of instructional programs related to some of the top occupations in the Health Care Services cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the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

| Occupations                                       | Classification of Instructional Program (CIP) |   | Taxonomy of Programs (TOP) |                                  |
|---|---|---|----------------------------|----------------------------------|
|   | CIP Code                                      | CIP Title   | TOP Code                   | TOP Title                        |
| Registered Nurses                                 | 51.3801                                       | Registered Nursing/Registered                                       | 123000                     | Nursing                          |
|   | 51.3802                                       | Nurse Nursing Administration  | 123010                     | Registered Nursing               |
|   | 51.3808                                       | Nursing Science   |                            |                                  |
| Medical Assistants                                | 51.0710                                       | Medical Office Assistant/Specialist                                 | 120800                     | Medical Assisting                |
|   | 51.0713                                       | Medical Insurance Coding Specialist/Coder                           | 120810                     | Clinical Medical Assisting       |
|   | 51.0716                                       | Medical Administrative/Executive Assistant and Medical Secretary    | 120820                     | Administrative Medical Assisting |
| Licensed Practical and Licensed Vocational Nurses | 51.3901                                       | Licensed Practical/Vocational Nurse Training                        | 123020                     | Licensed Vocational Nursing      |
|   | 51.3999                                       | Practical Nursing, Vocational Nursing and Nursing Assistants, Other |                            |                                  |
| Dental Assistants                                 | 51.0601                                       | Dental Assisting/Assistant  | 124010                     | Dental Assistant                 |
| Emergency Medical Technicians and Paramedics      | 51.0904                                       | Emergency Medical Technology/Technician (EMT Paramedic)             | 125000                     | Emergency Medical Services       |
|   |   |   | 125100                     | Paramedic                        |
| Home Health Aides                                 | 51.2602                                       | Home Health Aide/Home Attendant                                     | 123080                     | Home Health Aide                 |
| Personal Care Aides                               | 51.2602                                       | Home Health Aide/Home Attendant                                     | 123080                     | Home Health Aide                 |
| Medical Secretaries                               | 51.0710                                       | Medical Office Assistant/Specialist                                 | 051420                     | Medical Office Technology        |
|   | 51.0714                                       | Medical Insurance Specialist/Medical Biller                         |                            |                                  |
|   | 51.0716                                       | Medical Administrative/Executive Assistant and Medical Secretary    |                            |                                  |
| Receptionists and Information Clerks              | 52.0406                                       | Receptionist  | N/A                        | N/A                              |
| 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 \(IPEDS\)](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/) 7th Edition (2010), [www.cccco.edu](https://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

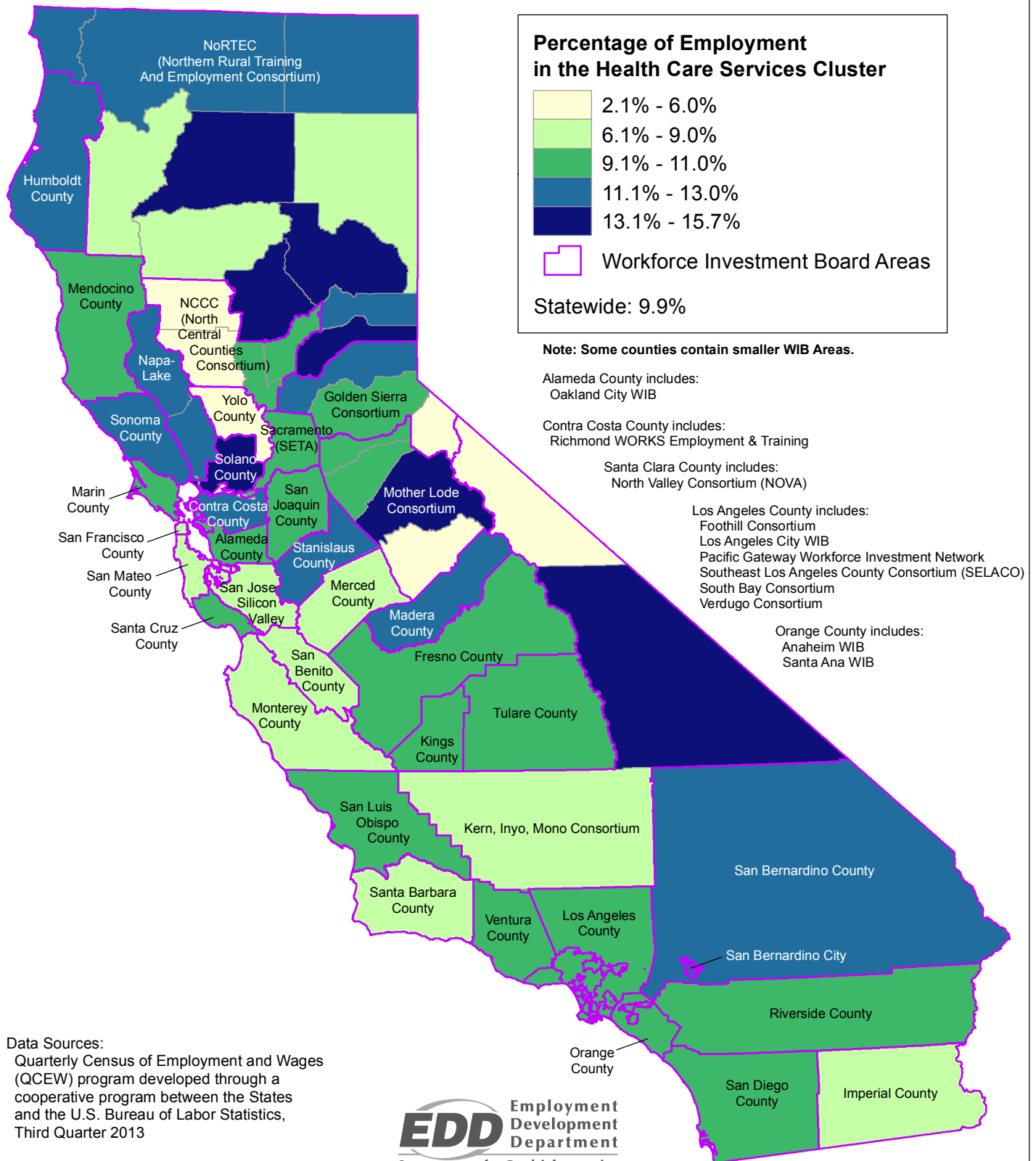
**EDD** Employment Development Department  
State of California

**LaborMarketInfo**

File T036

# California Health Care Services Cluster

Percentage of Total County Employment, 2013



File T036