

## Coastal Region's Economy: It's a New Day

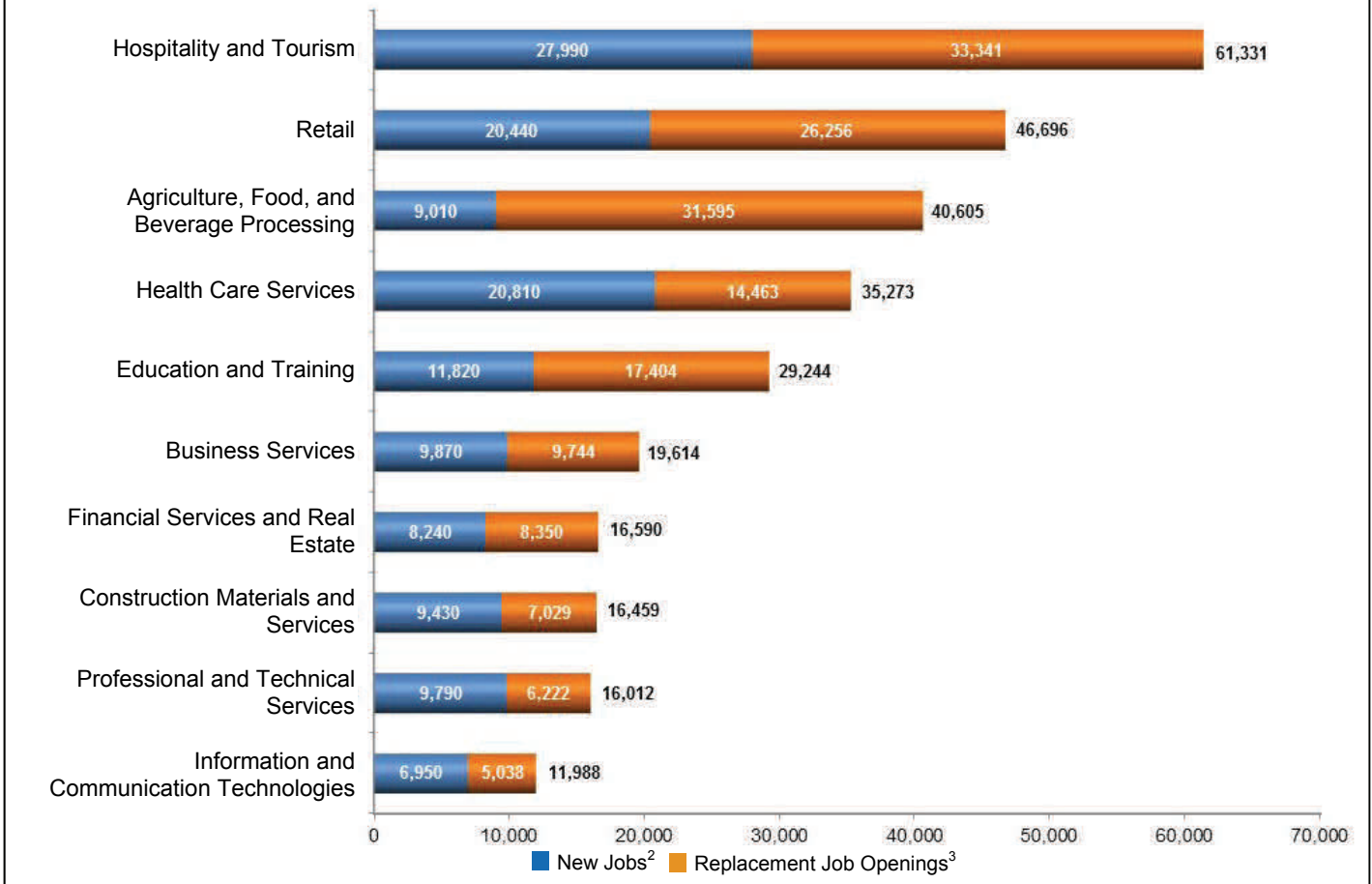
Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura Counties

As part of the California Employment Development Department's 2014 Labor Day campaign, we introduce our *Regional Economic Analysis Profiles*. Each profile focuses on future employment demand of regional industry clusters and features them as primary investment opportunities for the California workforce development system. The goal of each profile is to identify industry clusters and associated occupations with the largest number of projected total job openings<sup>1</sup>.

### Why Industry Clusters?

Industry clusters are groups of associated industries in a region 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 regional economic growth and boost the number of employment opportunities for a regional labor force. To view complete *Regional Economic Analysis Profiles*, go to [www.labormarketinfo.edd.ca.gov/Regional Economic Analysis Profiles.html](http://www.labormarketinfo.edd.ca.gov/Regional_Economic_Analysis_Profiles.html).

### Top 10 Industry Clusters in the Coastal Region



Source: California Employment Development Department, *Projections of Employment 2010-2020*. Industry and occupational employment projections for 2010-2020 in this report are not directly comparable to the published 2010-2020 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 needs.

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

## Hospitality and Tourism Cluster — Top Occupations by Education Level

The table below identifies top occupations with the most total job openings, categorized by entry-level education requirements, within the Hospitality and Tourism cluster. This industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. The table shows projected total job openings and median hourly and annual wages in the region. Also included are online job advertisements for the Coastal Region, extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period.

Occupation	Total Job Openings <sup>4</sup> (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements <sup>5</sup> (120 days)
Total, All Occupations	61,331	\$17.31	\$36,009	102,430
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	282	\$46.62	\$96,959	459
Coaches and Scouts	176	N/A	\$36,421	166
Meeting, Convention, and Event Planners	107	\$24.10	\$50,127	88
Recreation Workers	67	\$11.72	\$24,384	243
Curators	51	\$26.06	\$54,219	5
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Massage Therapists	164	\$16.82	\$34,984	226
Skincare Specialists	27	\$17.90	\$37,233	134
Audio and Video Equipment Technicians	23	\$18.85	\$39,211	75
Electric Motor, Power Tool, and Related Repairers	10	N/A	N/A	7
Hairdressers, Hairstylists, and Cosmetologists	4	\$11.71	\$24,353	481
<b>Requires a High School Diploma or Equivalent or Less</b>				
Waiters and Waitresses	12,573	\$9.12	\$18,958	1,114
Combined Food Preparation and Serving Workers, Including Fast Food	6,580	\$9.29	\$19,333	800
Cooks, Restaurant	3,504	\$11.74	\$24,424	1,346
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	3,415	\$9.48	\$19,731	239
Dishwashers	3,197	\$9.17	\$19,081	734

Source: California Employment Development Department, *Projections of Employment 2010-2020; Occupational Employment Statistics Wage Survey, updated to 1st Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending August 5, 2014.*

Note: Data in this report have been updated and may not be comparable to earlier-published profiles.

### Common Skills and Work Activities

Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the Hospitality and Tourism cluster. Workers employed within this cluster span all skills levels and share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference. According to the U.S. Department of Labor's Occupational Information Network (O\*NET), the most commonly shared skills for the occupations listed above include active listening, critical thinking, monitoring, and speaking.

In addition to shared skills, these occupations also have many work activities in common. These include establishing and maintaining interpersonal relationships; communicating with supervisors, peers, or subordinates; and organizing, planning, and prioritizing work.

<sup>4</sup> Total job openings are the sum of new jobs and replacement needs in the Coastal Region's Hospitality and Tourism cluster.

<sup>5</sup> Regional job advertisements are across all industries.

## Retail Cluster — Top Occupations by Education Level

The table below identifies top occupations with the most total job openings, categorized by entry-level education requirements, within the Retail cluster. This industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. The table shows projected total job openings and median hourly and annual wages in the region. Also included are online job advertisements for the Coastal Region, extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period.

Occupation	Total Job Openings <sup>6</sup> (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements <sup>7</sup> (120 days)
Total, All Occupations	46,696	\$17.31	\$36,009	102,430
<b>Requires a Bachelor's Degree or Higher</b>				
Pharmacists	551	\$65.40	\$136,023	214
General and Operations Managers	358	\$46.62	\$96,959	459
Sales Managers	323	\$49.62	\$103,212	439
Accountants and Auditors	79	\$33.93	\$70,576	1,138
Interior Designers	67	\$27.69	\$57,590	38
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Computer, Automated Teller, and Office Machine Repairers	86	\$19.86	\$41,301	14
First-Line Supervisors of Production and Operating Workers	57	\$26.74	\$55,619	777
Electronic Home Entertainment Equipment Installers and Repairers	52	\$14.11	\$29,335	38
Heavy and Tractor-Trailer Truck Drivers	38	\$20.50	\$42,637	1,751
Electronic Equipment Installers and Repairers, Motor Vehicles	32	\$16.10	\$33,482	14
<b>Requires a High School Diploma or Equivalent or Less</b>				
Retail Salespersons	12,825	\$10.82	\$22,520	3,233
Cashiers	11,816	\$10.43	\$21,700	635
First-Line Supervisors of Retail Sales Workers	3,042	\$20.11	\$41,825	2,147
Stock Clerks and Order Fillers	2,692	\$10.82	\$22,518	730
Laborers and Freight, Stock, and Material Movers, Hand	1,050	\$11.23	\$23,350	573

Source: California Employment Development Department, *Projections of Employment 2010-2020; Occupational Employment Statistics Wage Survey, updated to 1st Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending August 5, 2014.*

Note: Data in this report have been updated and may not be comparable to earlier-published profiles.

### Common Skills and Work Activities

Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the Retail cluster. Workers employed within this cluster span all skills levels and share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference. According to the U.S. Department of Labor's Occupational Information Network (O\*NET), the most commonly shared skills for the occupations listed above include critical thinking, active listening, reading comprehension, and speaking.

In addition to shared skills, these occupations also have many work activities in common. These include establishing and maintaining interpersonal relationships; organizing, planning, and prioritizing work; communicating with supervisors, peers, or subordinates; handling and moving objects; and making decisions and solving problems.

<sup>6</sup> Total job openings are the sum of new jobs and replacement needs in the Coastal Region's Retail cluster.

<sup>7</sup> Regional job advertisements are across all industries.

## Agriculture, Food, and Beverage Processing Cluster – Top Occupations by Education Level

The table below identifies top occupations with the most total job openings, categorized by entry-level education requirements, within the Agriculture, Food, and Beverage Processing cluster. This 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. The table shows projected total job openings and median hourly and annual wages in the region. Also included are online job advertisements for the Coastal Region, extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period.

Occupation	Total Job Openings <sup>8</sup> (2010-2020)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Advertisements <sup>9</sup> (120 days)
Total, All Occupations	40,605	\$17.31	\$36,009	102,430
<b>Requires a Bachelor's Degree or Higher</b>				
Chief Executives	185	\$85.89	\$178,664	75
General and Operations Managers	168	\$46.62	\$96,959	459
Industrial Production Managers	157	\$43.68	\$90,857	111
Accountants and Auditors	119	\$33.93	\$70,576	1,138
Agricultural Inspectors	110	\$26.65	\$55,449	2
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Heavy and Tractor-Trailer Truck Drivers	516	\$20.50	\$42,637	1,751
First-Line Supervisors of Production and Operating Workers	188	\$26.74	\$55,619	777
Computer Support Specialists	83	\$24.92	\$51,839	1,002
Agricultural and Food Science Technicians	70	\$16.57	\$34,473	28
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	15	\$23.32	\$48,509	170
<b>Requires a High School Diploma or Equivalent or Less</b>				
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	21,804	\$9.04	\$18,802	153
Farmers, Ranchers, and Other Agricultural Managers	1,900	\$39.45	\$82,053	59
Farmworkers, Farm, Ranch, and Aquacultural Animals	1,244	\$11.02	\$22,928	115
Agricultural Equipment Operators	1,229	\$12.93	\$26,890	19
Graders and Sorters, Agricultural Products	1,128	\$9.28	\$19,302	2

Source: California Employment Development Department, *Projections of Employment 2010-2020; Occupational Employment Statistics Wage Survey, updated to 1st Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending August 5, 2014.*

Note: Data in this report have been updated and may not be comparable to earlier-published profiles.

### Common Skills and Work Activities

Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the Agriculture, Food, and Beverage Processing cluster. Workers employed within this cluster span all skills levels and share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference. According to the U.S. Department of Labor's Occupational Information Network (O\*NET), the most commonly shared skills for the occupations listed above include active listening, critical thinking, monitoring, coordination, and speaking.

In addition to shared skills, these occupations also have many work activities in common. These include establishing and maintaining interpersonal relationships; communicating with supervisors, peers, or subordinates; making decisions and solving problems; and organizing, planning, and prioritizing work.

<sup>8</sup> Total job openings are the sum of new jobs and replacement needs in the Coastal Region's Agriculture, Food, and Beverage Processing cluster.

<sup>9</sup> Regional job advertisements are across all industries.

## Toolbox for Job Seekers

The table below offers tools and resources for California's job seekers to assist in their job search, career exploration, and training needs.

Toolbox for Job Seekers	
<b>Job Finding Tools</b>	<ul style="list-style-type: none"> <li>➤ <i>America's Job Center of California</i><sup>SM</sup> provides no-cost tools and resources for job seekers. Most Centers offer:               <ul style="list-style-type: none"> <li>• Career specialists to assist job seekers with assessments to identify and match skills to occupations and make career decisions.</li> <li>• No-cost access to phones, fax machines, and the Internet.</li> <li>• Computers for job seekers to browse occupations, explore careers, create and post résumés, and access a wide variety of job listings in the newly enhanced CalJOBS<sup>SM</sup> (<a href="http://www.caljobs.ca.gov">www.caljobs.ca.gov</a>) and the National Labor Exchange, US.jobs (<a href="http://us.jobs">us.jobs</a>).</li> <li>• Job search and résumé-writing workshops in addition to other services.</li> </ul> <p>To find the nearest <i>America's Job Center of California</i><sup>SM</sup>, go to <a href="http://www.americasjobcenter.ca.gov">www.americasjobcenter.ca.gov</a>.</p> </li> <li>➤ To search for employers by occupation, go to <a href="http://www.labormarketinfo.edd.ca.gov/aspdotnet/databrowsing/EmpGeog.aspx?menuChoice=emp&amp;searchType=Occupation">www.labormarketinfo.edd.ca.gov/aspdotnet/databrowsing/EmpGeog.aspx?menuChoice=emp&amp;searchType=Occupation</a>.</li> <li>➤ To see monthly reports of job demand and summaries on current job listings for California and local areas go to: <a href="http://www.labormarketinfo.edd.ca.gov/HWOL/Help_Wanted_Online_(HWOL)_Data_Series.html">www.labormarketinfo.edd.ca.gov/HWOL/Help_Wanted_Online_(HWOL)_Data_Series.html</a>.</li> </ul>
<b>Career Exploration Tools</b>	<ul style="list-style-type: none"> <li>➤ <i>California Occupational Guides</i> are long-recognized resources designed to assist individuals in making career decisions. Each <i>Guide</i> includes local and/or statewide information about training, current wages and job prospects, skills requirements, and day-to-day tasks. Available at <a href="http://www.labormarketinfo.edd.ca.gov/occguides">www.labormarketinfo.edd.ca.gov/occguides</a>.</li> <li>➤ <i>mySkills myFuture</i> helps laid-off workers and other job seekers explore new occupations, identify occupations with skills and knowledge similar to their current or previous jobs, review matches, learn about local training programs, and apply for jobs. Available at <a href="http://www.myskillsmyfuture.org">www.myskillsmyfuture.org</a>.</li> <li>➤ <i>WorkSmart</i> is designed to offer entry-level job seekers and workforce re-entrants "soft" skills and occupational information to assist them in obtaining employment. Available at <a href="http://www.worksmart.ca.gov">www.worksmart.ca.gov</a>.</li> <li>➤ The Military Occupation Code (MOC) to Standard Occupational Classification (SOC) crosswalk helps returning service men and women find civilian occupations that have similar skills requirements. Available at <a href="http://www.onetonline.org/crosswalk/MOC">www.onetonline.org/crosswalk/MOC</a>.</li> <li>➤ <i>My Next Move</i> is an interactive tool for job seekers and students to learn more about their career options. The site has tasks, skills, salary information, and more for over 900 different occupations. Available at <a href="http://www.mynextmove.org">www.mynextmove.org</a>.</li> <li>➤ California Career Resource Network provides resources for individuals interested in developing and exploring career self-management skills necessary in today's world of work. Available at <a href="http://www.californiacareers.info">www.californiacareers.info</a>.</li> </ul>
<b>Training Tools</b>	<ul style="list-style-type: none"> <li>➤ Training opportunities are available through <i>America's Job Center of California</i><sup>SM</sup>. For information on what type of training is needed or where to get training, go to <a href="http://www.edd.ca.gov">www.edd.ca.gov</a> and select the "Jobs &amp; Training" tab.</li> <li>➤ Job seekers may access the California Department of Industrial Relations website to search for apprenticeship programs by individual counties and occupations at <a href="http://www.dir.ca.gov/das">www.dir.ca.gov/das</a>.</li> </ul>