

PRIORITY JOBS IN THE BAY REGION

Community College Programs Addressing Workforce Needs and Analyzing Student and Employee Demographics

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Bay Region Center of Excellence

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BAY AREA



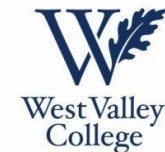
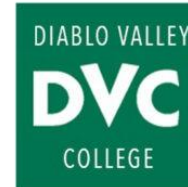
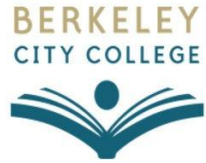
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28 Community Colleges in the Bay Region

Bay Region COE: coe.baccc.net



AGENDA

- Priority Jobs in the Bay Region
- Priority Programs in the Bay Region
- Equity Gaps
- Recommendations



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Study Objectives

Objective 1

Identify priority jobs and programs in the Bay Region

Objective 2

Evaluate equity gaps within priority jobs and priority programs based on gender, age, and race and ethnicity

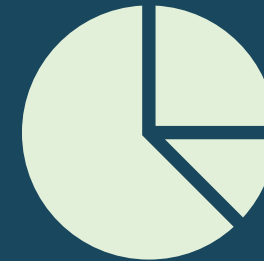
Priority Jobs and Equity Gaps

Defining Priority Jobs

- Middle-Skill Occupations
- Have at least 350 average annual job openings in the Bay Region between 2023 to 2028
- Entry-level pay is at or above the median living wage of \$26 per hour for a single adult
- Typically require fewer than five years of work experience at entry

Defining Equity Gaps

- Comparing overall demographics to demographics in priority job
- 10% or more benchmark



50 Priority Jobs in the Bay Region

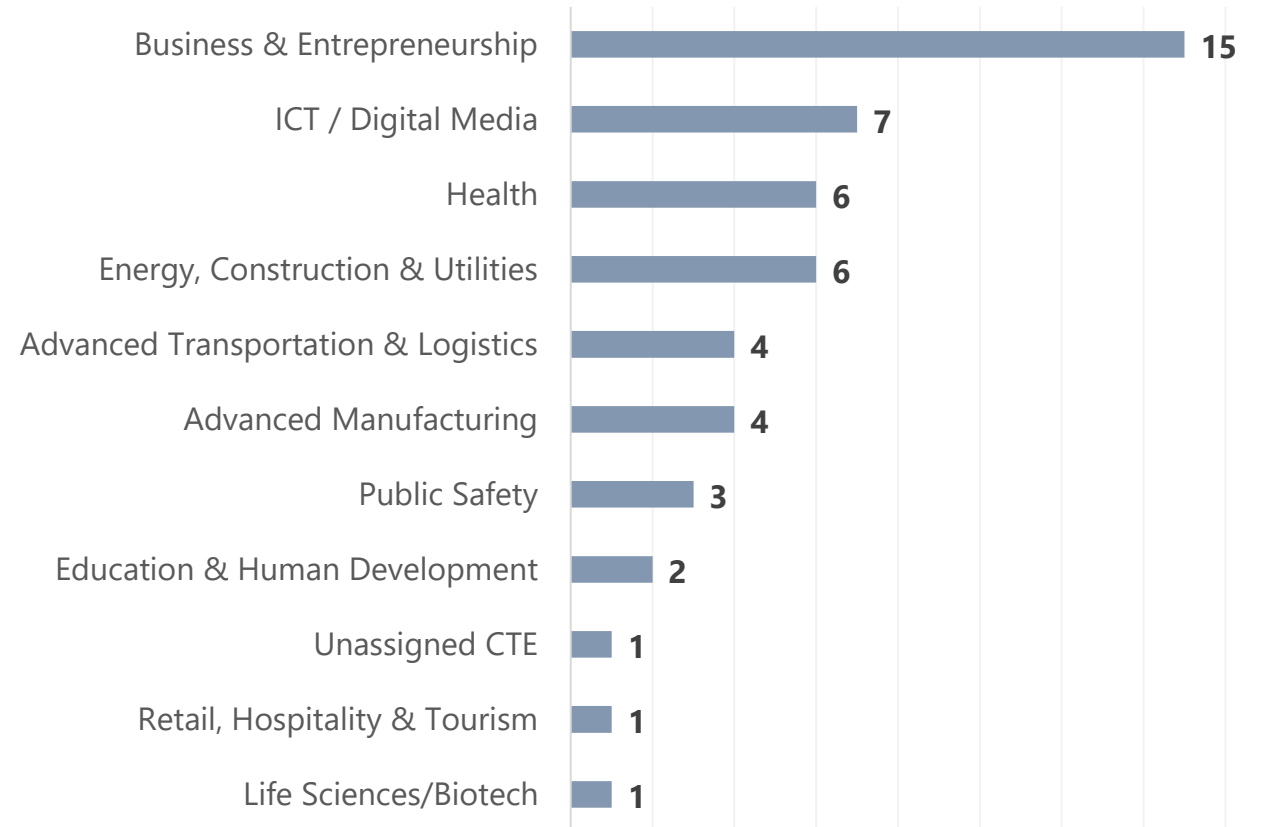
598,510

**Projected Average Annual
Job Openings
in the Bay Region**

62,720

**Projected Average Annual
Job Openings for
Priority Jobs**

Priority Job Sectors



50 Priority Jobs in the Bay Region

| SOC Code and Occupational Title | SOC Code and Occupational Title |
|---|--|
| 11-3012 Administrative Services Managers | 17-3011 Architectural and Civil Drafters |
| 11-3013 Facilities Managers | 17-3023 Electrical and Electronic Engineering Technologists and Technicians |
| 11-9021 Construction Managers | 19-4099 Life, Physical, and Social Science Technicians, All Other |
| 11-9199 Managers, All Other | 19-5011 Occupational Health and Safety Specialists |
| 13-1028 Buyers and Purchasing Agents | 23-2011 Paralegals and Legal Assistants |
| 13-1051 Cost Estimators | 29-1141 Registered Nurses |
| 13-1071 Human Resources Specialists | 29-1292 Dental Hygienists |
| 13-1081 Logisticians | 29-2018 Clinical Laboratory Technologists and Technicians |
| 13-1151 Training and Development Specialists | 29-2034 Radiologic Technologists and Technicians |
| 13-2072 Loan Officers | 29-2061 Licensed Practical and Licensed Vocational Nurses |
| 15-1212 Information Security Analysts | 29-2099 Health Technologists and Technicians, All Other |
| 15-1231 Computer Network Support Specialists | 33-2011 Firefighters |
| 15-1232 Computer User Support Specialists | 33-3012 Correctional Officers and Jailers |
| 15-1244 Network and Computer Systems Administrators | 33-3051 Police and Sheriff's Patrol Officers |
| 15-1254 Web Developers | 41-3091 Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel |
| 15-1255 Web and Digital Interface Designers | 41-4011 Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products |
| 15-1299 Computer Occupations, All Other | 41-4012 Sales Representatives, Wholesale and Manufacturing |
| 41-9021 Real Estate Brokers | 47-2152 Plumbers, Pipefitters, and Steamfitters |
| 43-1011 First-Line Supervisors of Office and Administrative Support Workers | 49-1011 First-Line Supervisors of Mechanics, Installers, and Repairers |
| 43-3051 Payroll and Timekeeping Clerks | 49-2022 Telecommunications Equipment Installers and Repairers, Except Line Installers |
| 43-4061 Eligibility Interviewers, Government Programs | 49-3031 Bus and Truck Mechanics and Diesel Engine Specialists |
| 43-6011 Executive Secretaries and Executive Administrative Assistants | 49-3042 Mobile Heavy Equipment Mechanics, Except Engines |
| 43-6012 Legal Secretaries and Administrative Assistants | 49-9041 Industrial Machinery Mechanics |
| 47-2073 Operating Engineers and Other Construction Equipment Operators | 51-1011 First-Line Supervisors of Production and Operating Workers |
| 47-2111 Electricians | 53-2031 Flight Attendants |

DEMOGRAPHICS IN JOBS IN THE BAY REGION

Number of Jobs

Total 4,818,495

Gender

Male 52%

Female 48%

Race/Ethnicity

White 39%

Hispanic or Latino 27%

Asian 24%

Black or African American 6%

Two or More Races 3%

Native Hawaiian or Other Pacific Islander 1%

American Indian or Alaska Native <1%

Diversity 61%

Age

Under 18 2%

19 to 21 3%

22 to 24 4%

25 to 34 22%

35 to 44 23%

45 to 54 21%

55 to 64 17%

Over 65 8%

Source: Lightcast 2024.4, QCEW Employees, Non-QCEW Employees, and Self-Employed.

EQUITY GAPS IN PRIORITY JOBS

Females

Underrepresented in
29 Occupations

Males

Underrepresented in
15 Occupations

Diversity

Underrepresented in
18 Occupations

Ages 55+

Overrepresented in
6 Occupations

48 Priority Programs in the Bay Region

| TOP Code and Program Title | | TOP Code and Program Title | |
|----------------------------|--|----------------------------|---|
| 0430.00 | Biotechnology and Biomedical Technology | 0934.40 | Electrical Systems and Power Transmission |
| 0501.00 | Business and Commerce, General | 0945.00 | Industrial Systems Technology and Maintenance |
| 0502.00 | Accounting | 0947.00 | Diesel Technology |
| 0504.00 | Banking and Finance | 0947.20 | Heavy Equipment Maintenance |
| 0505.00 | Business Administration | 0947.30 | Heavy Equipment Operation |
| 0506.00 | Business Management | 0952.20 | Electrical |
| 0506.30 | Management Development and Supervision | 0952.30 | Plumbing, Pipefitting and Steamfitting |
| 0509.20 | Purchasing | 0953.00 | Drafting Technology |
| 0509.40 | Sales and Salesmanship | 0955.00 | Laboratory Science Technology |
| 0510.00 | Logistics and Materials Transportation | 0956.70 | Industrial and Occupational Safety and Health |
| 0511.00 | Real Estate | 0957.00 | Civil and Construction Management Technology |
| 0514.00 | Office Technology/Office Computer Applications | 1212.00 | Electro-Neurodiagnostic Technology |
| 0514.10 | Legal Office Technology | 1225.00 | Radiologic Technology |
| 0514.40 | Office Management | 1230.10 | Registered Nursing |
| 0614.30 | Website Design and Development | 1230.20 | Licensed Vocational Nursing |
| 0701.00 | Information Technology, General | 1240.20 | Dental Hygienist |
| 0702.00 | Computer Information Systems | 1402.00 | Paralegal |
| 0708.00 | Computer Infrastructure and Support | 2101.00 | Community Services, General |
| 0708.10 | Computer Networking | 2105.00 | Administration of Justice |
| 0708.20 | Computer Support | 2105.10 | Corrections |
| 0860.00 | Educational Technology | 2105.50 | Police Academy |
| 0924.00 | Engineering Technology, General | 2133.00 | Fire Technology |
| 0934.00 | Electronics and Electric Technology | 2133.50 | Fire Academy |
| 0934.30 | Telecommunications Technology | 3020.40 | Flight Attendant |

DEMOGRAPHICS IN PROGRAMS IN BAY REGION COMMUNITY COLLEGES

| | Total FTES Enrolled |
|----------------------------------|---------------------|
| Total | 205,265 |
| Gender | |
| Female | 51% |
| Male | 46% |
| Non-Binary | 1% |
| Unknown | 3% |
| Race/Ethnicity | |
| Hispanic or Latino | 38% |
| White | 21% |
| Asian | 19% |
| Multi-Ethnicity | 6% |
| Black or African American | 6% |
| Filipino | 4% |
| Unknown | 4% |
| Pacific Islander | 1% |
| American Indian or Alaska Native | <1% |
| Diversity | 79% |
| Age | |
| 19 or less | 36% |
| 20 to 24 | 30% |
| 25 to 29 | 11% |
| 30 to 34 | 7% |
| 35 to 39 | 5% |
| 40 to 49 | 6% |
| Over 50 | 5% |
| Unknown | <1% |

EQUITY GAPS IN PRIORITY PROGRAMS

Females

Underrepresented in
18 Programs

Males

Underrepresented in
6 Programs

Diversity

Underrepresented in
6 Programs

Ages 20 to 24

Underrepresented in
9 Programs

Equity Gaps for Females

The sectors with the lowest representation of females in priority jobs and programs were in Advanced Transportation & Logistics, and Energy, Construction, & Utilities

Priority Jobs

| SOC | SOC Description | % Female |
|---------|--|----------|
| 49-3042 | Mobile Heavy Equipment Mechanics, Except Engines | 1% |
| 49-3031 | Bus and Truck Mechanics and Diesel Engine Specialists | 2% |
| 47-2152 | Plumbers, Pipefitters, and Steamfitters | 2% |
| 47-2111 | Electricians | 3% |
| 47-2073 | Operating Engineers and Other Construction Equipment Operators | 4% |
| 49-9041 | Industrial Machinery Mechanics | 4% |
| 49-1011 | First-Line Supervisors of Mechanics, Installers, and Repairers | 7% |

Source: Lightcast 2024.4, QCEW Employees, Non-QCEW Employees, and Self-Employed.

Priority Programs

| TOP | Program Title | % Female |
|---------|---|----------|
| 0952.30 | Plumbing, Pipefitting and Steamfitting | 3% |
| 0947.00 | Diesel Technology | 5% |
| 0952.20 | Electrical | 7% |
| 0945.00 | Industrial Systems Technology and Maintenance | 10% |
| 0947.20 | Heavy Equipment Maintenance | 10% |
| 0934.40 | Electrical Systems and Power Transmission | 10% |
| 0934.00 | Electronics and Electric Technology | 11% |

Equity Gaps for Males

The sector with the lowest representation of males in priority jobs and programs were in Business & Entrepreneurship and Health

Priority Jobs

| SOC | SOC Description | % Male |
|---------|---|--------|
| 43-6012 | Legal Secretaries and Administrative Assistants | 3% |
| 43-6011 | Executive Secretaries and Executive Administrative Assistants | 4% |
| 29-1292 | Dental Hygienists | 6% |
| 43-3051 | Payroll and Timekeeping Clerks | 11% |
| 29-1141 | Registered Nurses | 13% |
| 29-2061 | Licensed Practical and Licensed Vocational Nurses | 13% |

Source: Lightcast 2024.4, QCEW Employees, Non-QCEW Employees, and Self-Employed.

Priority Programs

| TOP | Program Title | % Male |
|---------|-----------------------------|--------|
| 1240.20 | Dental Hygienist | 13% |
| 1230.20 | Licensed Vocational Nursing | 16% |
| 1230.10 | Registered Nursing | 21% |
| 1402.00 | Paralegal | 23% |
| 1225.00 | Radiologic Technology | 33% |

Equity Gaps for Age 55+

The sector with the highest representation of workers ages 55+ (retiring soon) in priority jobs were in Business & Entrepreneurship

6 Priority jobs with overrepresentation

| SOC | SOC Description | % Age 55+ |
|---------|---|--------------|
| 41-9021 | Real Estate Brokers | 45% |
| 43-6012 | Legal Secretaries and Administrative Assistants | 43% |
| 13-1051 | Cost Estimators | 40% |
| 53-2031 | Flight Attendants | 39% |
| 11-3013 | Facilities Managers | 37% |
| 17-3023 | Electrical and Electronic Engineering Technologists and Technicians | 35% |

Source: Lightcast 2024.4, QCEW Employees, Non-QCEW Employees, and Self-Employed.

Equity Gaps for Age 20 to 24

The sector with the highest representation of students ages 20 to 24 were programs in the Education & Human Development sector, the Health sector, and Business & Entrepreneurship.

9 Priority Programs with underrepresentation

| TOP | Program Title | Total FTES Enrolled | % 20 to 24 |
|---------|---|------------------------|---------------|
| 0860.00 | Educational Technology | 158 | 10% |
| 1225.00 | Radiologic Technology | 673 | 15% |
| 0506.30 | Management Development and Supervision | 128 | 15% |
| 0430.00 | Biotechnology and Biomedical Technology | 495 | 16% |
| 0952.30 | Plumbing, Pipefitting and Steamfitting | 564 | 19% |
| 0511.00 | Real Estate | 780 | 19% |
| 1230.10 | Registered Nursing | 2,187 | 20% |
| 1402.00 | Paralegal | 415 | 20% |
| 0952.20 | Electrical | 467 | 20% |
| 0860.00 | Educational Technology | 158 | 10% |

Equity Gaps for Hispanic / Latino

ICT / Digital Media had the lowest representation of workers and students that identify as Hispanic/Latino

Top Priority Jobs

| SOC | SOC Description | % Hispanic |
|---------|-------------------------------------|------------|
| 15-1254 | Web Developers | 11% |
| 15-1255 | Web and Digital Interface Designers | 12% |
| 15-1212 | Information Security Analysts | 12% |
| 53-2031 | Flight Attendants | 13% |
| 15-1299 | Computer Occupations, All Other | 13% |

Source: Lightcast 2024.4, QCEW Employees, Non-QCEW Employees, and Self-Employed.

Top Priority Programs

| TOP | Program Title | % Hispanic |
|---------|---|------------|
| 0860.00 | Educational Technology | 21% |
| 0430.00 | Biotechnology and Biomedical Technology | 27% |
| 0708.10 | Computer Networking | 29% |
| 0702.00 | Computer Information Systems | 31% |
| 0708.00 | Computer Infrastructure and Support | 31% |

Equity Gaps for White

Health and Education & Human Development had the lowest representation of students that identify as white

Top Priority Jobs

| SOC | SOC Description | % White |
|---------|---|---------|
| 43-4061 | Eligibility Interviewers, Government Programs | 20% |
| 29-2099 | Health Technologists and Technicians, All Other | 25% |
| 29-2018 | Clinical Laboratory Technologists and Technicians | 29% |
| 29-2061 | Licensed Practical and Licensed Vocational Nurses | 31% |
| 33-3012 | Correctional Officers and Jailers | 34% |

Source: Lightcast 2024.4, QCEW Employees, Non-QCEW Employees, and Self-Employed.

Top Priority Programs

| TOP | Program Title | % White |
|---------|---------------------------------|---------|
| 1230.20 | Licensed Vocational Nursing | 9% |
| 2105.10 | Corrections | 10% |
| 0947.00 | Diesel Technology | 10% |
| 0701.00 | Information Technology, General | 15% |
| 0702.00 | Computer Information Systems | 17% |

Equity Gaps for Black / African American

Business & Entrepreneurship, Energy, Construction & Utilities, and Health had the lowest representation of workers and students that identify as Black / African American

Top Priority Jobs

| SOC | SOC Description | % Black |
|---------|--|---------|
| 13-1051 | Cost Estimators | 1% |
| 11-9021 | Construction Managers | 3% |
| 29-1292 | Dental Hygienists | 3% |
| 41-4012 | Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 3% |
| 17-3011 | Architectural and Civil Drafters | 3% |

Source: Lightcast 2024.4, QCEW Employees, Non-QCEW Employees, and Self-Employed.

Top Priority Programs

| TOP | Program Title | % Black |
|---------|--------------------|---------|
| 1240.20 | Dental Hygienist | 1% |
| 0947.00 | Diesel Technology | 2% |
| 2133.00 | Fire Technology | 4% |
| 0502.00 | Accounting | 5% |
| 1230.10 | Registered Nursing | 5% |

Equity Gaps for Asian

Energy, Construction & Utilities and Public Safety had the lowest representation of workers and students that identify as Asian

Top Priority Jobs

| SOC | SOC Description | % Asian |
|---------|--|---------|
| 47-2073 | Operating Engineers and Other Construction Equipment Operators | 2% |
| 49-3042 | Mobile Heavy Equipment Mechanics, Except Engines | 5% |
| 33-3012 | Correctional Officers and Jailers | 5% |
| 47-2152 | Plumbers, Pipefitters, and Steamfitters | 5% |
| 33-2011 | Firefighters | 6% |

Top Priority Programs

| TOP | Program Title | % Asian |
|---------|--|---------|
| 2105.10 | Corrections | 3% |
| 2133.50 | Fire Academy | 4% |
| 0947.00 | Diesel Technology | 4% |
| 0952.30 | Plumbing, Pipefitting and Steamfitting | 5% |
| 0957.00 | Civil and Construction Management Technology | 5% |

Source: Lightcast 2024.4, QCEW Employees, Non-QCEW Employees, and Self-Employed.

Priority Programs

Priority programs that did not report any FTES enrolled (or less than 10 students) or there was no active/approved program in the Bay Region, which can demonstrate opportunities

11 Priority Programs (TOP codes)

| TOP | Program Title | Total FTES Enrolled |
|---------|---|---------------------|
| 0509.20 | Purchasing | 0 |
| 2101.00 | Community Services, General | 0 |
| 0947.30 | Heavy Equipment Operation | 0 |
| 1212.00 | Electro-Neurodiagnostic Technology | 0 |
| 3020.40 | Flight Attendant | 0 |
| 0934.30 | Telecommunications Technology | 1 |
| 0514.40 | Office Management | 2 |
| 0510.00 | Logistics and Materials Transportation | 3 |
| 0514.10 | Legal Office Technology | 3 |
| 0955.00 | Laboratory Science Technology | 6 |
| 0956.70 | Industrial and Occupational Safety and Health | 8 |

*Active / approved programs based on the Chancellor's Office Curriculum Inventory (COCI) 2.0 as of October 2024. Please note that the status of these programs may have changed.

JANUARY 2025

PRIORITY JOBS IN THE BAY REGION

Community College Programs Addressing
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Thank you!



Questions:

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