



C·O·E

CENTERS OF EXCELLENCE
Inform Connect Advance

ALLAN HANCOCK COLLEGE

JUNE 2012



CENTER OF EXCELLENCE

Hosted at:
Modesto Junior College
435 College Avenue
Modesto, CA 95350
(209) 575-6908
marquez@mjc.edu





Mission: The Centers of Excellence, in partnership with business and industry, deliver regional workforce research customized for community college decision making and resource development.

Vision: We aspire to be the premier source of regional economic and workforce information and insight for community colleges.

© 2012 Chancellor's Office, California Community Colleges
Centers of Excellence, Economic and Workforce Development Program

Please consider the environment before printing. This document is designed for double-sided printing.

Initiative of

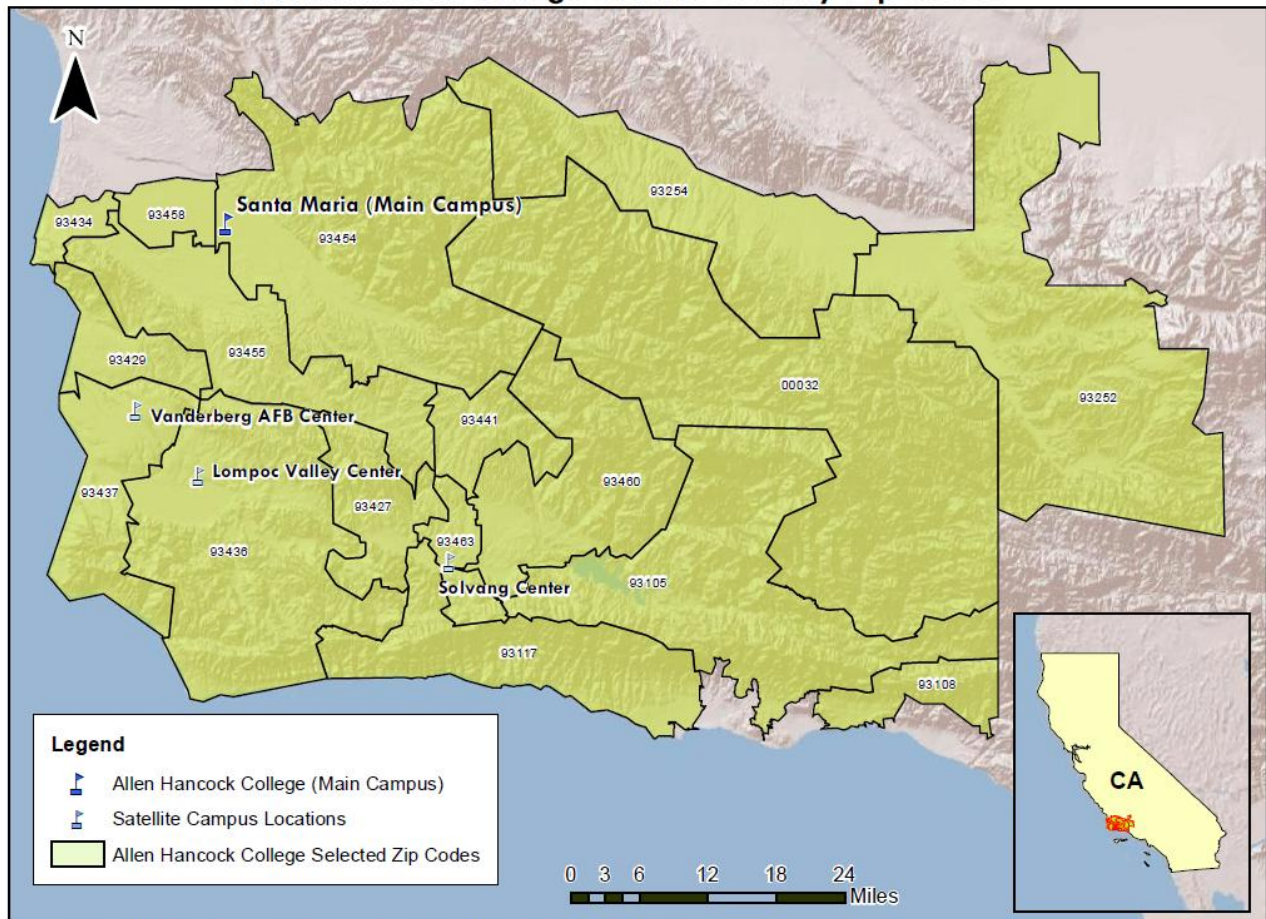


Introduction and Scope

This environmental scan report is prepared for Allan Hancock College by the California Community Colleges Centers of Excellence. This report provides a labor market and economic overview of the college's service area. The report is aimed at assisting Hancock College with decision-making regarding future educational and training programs that are both appropriate and timely for the current demographic and economic situation in the service area. The map below illustrates the service area used for this report.

This report contains information compiled from InfoUSA employer listings and analyzed using Environmental System Research Institute's (ESRI) GIS software, ArcView 9.3 with Business Analyst. Occupational and industry projection data was provided by Economic Modeling Specialists Inc. (EMSI). Appendix A contains further information on how to use this report

Allen Hancock College Service Area by Zip Codes



About the Centers of Excellence

The Centers of Excellence (COE), in partnership with business and industry, deliver regional workforce research customized for community college decision making and resource development. The information provided through the COE can be useful for beginning, revising, or updating economic development and Career Technical (CTE) programs, strengthening funding applications, assisting in program review or accreditation, and in supporting strategic planning efforts.

The COE Initiative is funded in part by the California Community Colleges Chancellor's Office, Economic and Workforce Development program. The Centers aspire to be the premier source of regional economic and workforce information and insight for California's community colleges.

Economic Overview

Santa Barbara County 2011 Average Earnings

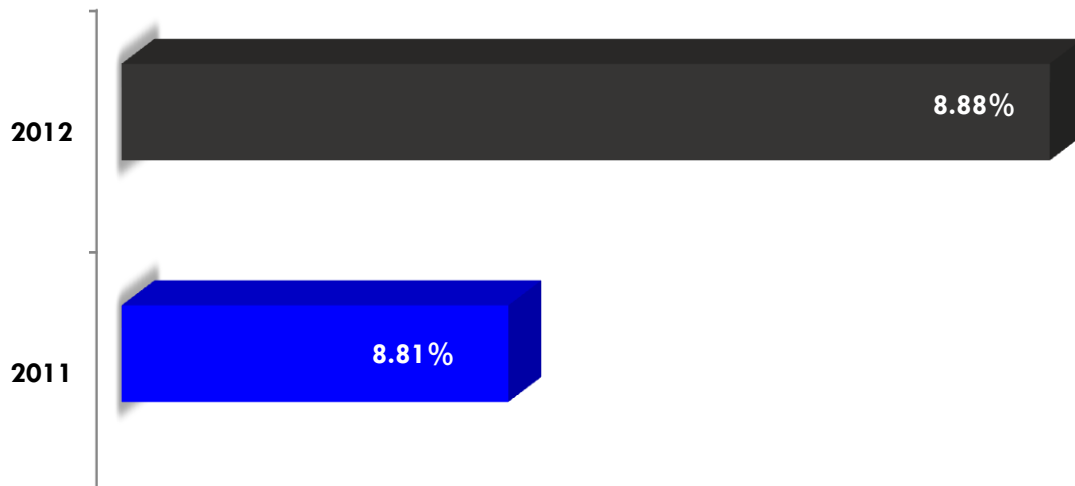
Average Earnings	Male Average Earnings	Female Average Earnings
\$47,636	\$55,889	\$38,049
96% of National Avg.	93% of National Avg.	98% of National Avg.

Average Earnings by Industry

Industry	2012 Earnings
Agriculture, Forestry, Fishing and Hunting	\$28,862
Mining, Quarrying, and Oil and Gas Extraction	\$72,146
Utilities	\$91,988
Construction	\$50,175
Manufacturing	\$79,719
Wholesale Trade	\$60,479
Retail Trade	\$34,023
Transportation and Warehousing	\$42,671
Information	\$77,910
Finance and Insurance	\$66,845
Real Estate and Rental and Leasing	\$27,164
Professional, Scientific, and Technical Services	\$64,961
Management of Companies and Enterprises	\$134,495
Administrative and Support and Waste Management and Remediation Services	\$31,996
Educational Services (Private)	\$32,572
Health Care and Social Assistance	\$55,375
Arts, Entertainment, and Recreation	\$23,135
Accommodation and Food Services	\$22,555
Other Services (except Public Administration)	\$25,030
Government	\$66,546
Unclassified Industry	\$64,773

Unemployment-Santa Barbara County

Average Unemployment-Santa Barbara County



2011 Total Unemployed-Santa Barbara County		
20,085 individuals		
Industry	Unemployed	% of Unemployed
Agriculture, Forestry, Fishing and Hunting	3,888	19%
Mining, Quarrying, and Oil and Gas Extraction	72	0%
Utilities	39	0%
Construction	1,715	9%
Manufacturing	1,287	6%
Wholesale Trade	207	1%
Retail Trade	1,608	8%
Transportation and Warehousing	198	1%
Information	552	3%
Finance and Insurance	248	1%
Real Estate and Rental and Leasing	257	1%
Professional, Scientific, and Technical Services	804	4%
Management of Companies and Enterprises	1	0%
Administrative and Support and Waste Management & Remediation Services	1,483	7%
Educational Services (Private)	442	2%
Health Care and Social Assistance	1,094	5%
Arts, Entertainment, and Recreation	356	2%
Accommodation and Food Services	1,517	8%
Other Services (except Public Administration)	593	3%
Government	1,157	6%
No Previous Work Experience/Unspecified	2,569	13%

Growing/Declining Industries

In Santa Barbara County, engineering services, crop productions and scientific and technical consulting services are industries expected to experience a growth of an additional 2,410 industry jobs in the next five years.

Industry	2012-2017 Growth in Jobs
Engineering Services	956
Crop Production	775
Scientific & Technical Consulting Services	679
Industry	2012-2017 Decline in Jobs
Lessors of Residential Buildings & Dwellings	-247
Child Day Care Services	-351
Independent Artists, Writers, & Performers	-711

Openings to Completions Gaps

The occupations listed below have gaps in the number of open positions versus the number of people being trained or educated for the occupation in Santa Barbara County.

Occupation	2010 Program Completions	2011 Openings
Personal Financial Advisors	0	110
Accountants & Auditors	0	106
Securities, Commodities, & Financial Services Sales Agents	0	102
Military Occupations	0	91
Property, Real Estate, & Community Association Managers	3	87

Santa Barbara County's Top Program Completions

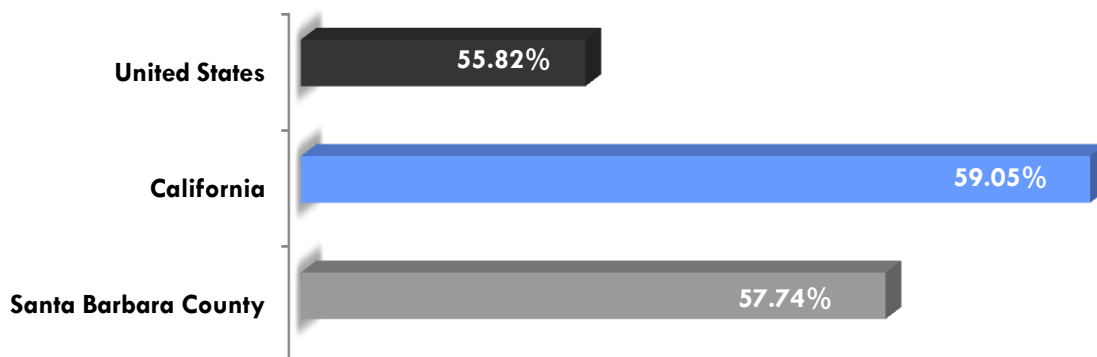
Liberal arts and sciences and social sciences are the programs with the highest number of completions in 2010 with a combined total of 3,429 program completions.

Program	2010 Completions
Liberal arts and sciences, general studies and humanities	2,028
Social sciences	1,401
Business, management, marketing, and related support services	1,137
Psychology	873
Visual and performing arts	849
Health professions and related programs	628
Multi/interdisciplinary studies	614
Communication, journalism, and related programs	555
Biological and biomedical sciences	483
Foreign languages, literatures, and linguistics	381

Educational Attainment- Santa Barbara County

In 2012 in Santa Barbara County, 57.74% of people aged 25 years or older have some college education compared to almost 60% of total Californians aged 25 or older. Some college education also includes individuals who have taken courses without completing a degree.

2012 Population with Some College Education



Demographic Overview

Allan Hancock's service area will experience a 6% growth over the next five years. The race/ethnicity group with the largest percentage growth is Hispanic and the age group with the largest percentage growth is those between 70-79 years of age.

Area	2012 Population	2017 Population	Change	% Change
College Service Area	276,513	294,304	17,791	6%
California	37,644,323	39,552,778	1,908,455	5%
United States	312,447,985	326,393,597	13,945,612	4%

Population Summary, Race/Ethnicity

Race/Ethnicity	2012 Population	2017 Population	Change	% Change
White	125,771	120,908	-4,863	-4%
Hispanic	130,641	150,909	20,268	16%
Black or African American	3,723	3,624	-99	-3%
American Indian or Alaska Native	431	424	-7	-2%
Asian	13,003	14,463	1,460	11%
Native Hawaiian and other Pacific Islander	77	88	11	14%
Two or more races	2,866	3,889	1,023	36%
Total	276,513	294,304	17,791	6%

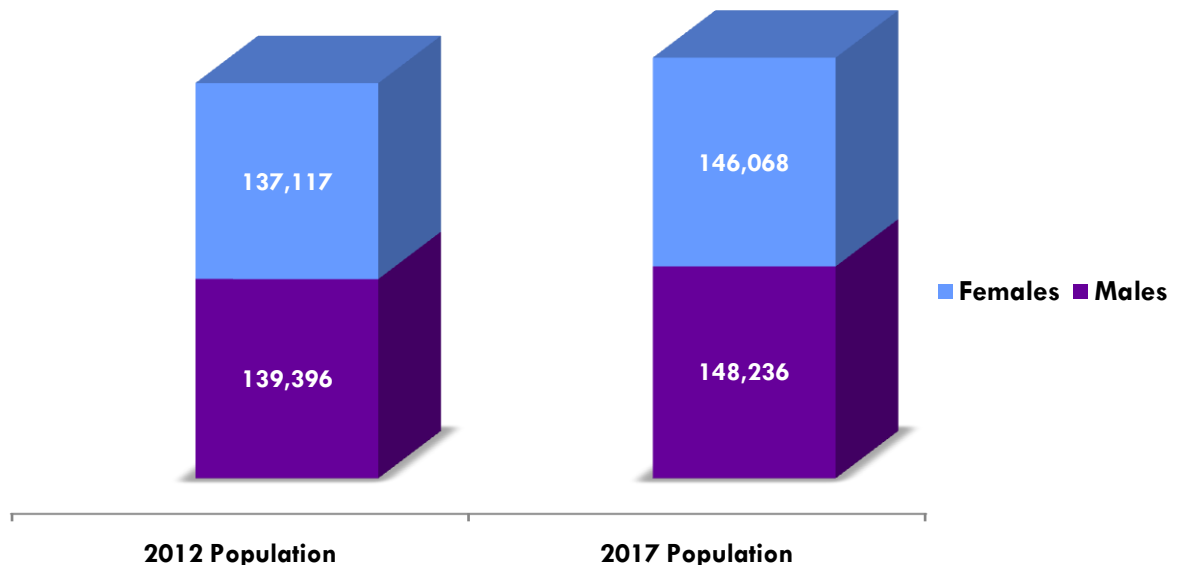
Population Summary, Age

Age	2012 Population	2017 Population	Change	% Change
0-9 Years	37,300	40,058	2,758	7%
10-19 Years	45,349	44,977	-372	-1%
20-29 Years	49,154	52,651	3,497	7%
30-39 Years	33,167	38,200	5,033	15%
40-49 Years	33,199	31,080	-2,119	-6%
50-59 Years	32,124	32,722	598	2%
60-69 Years	21,849	26,866	5,037	23%
70-79 Years	13,469	16,654	3,185	24%
80 Years and older	10,903	11,078	175	2%
Total	276,513	294,304	17,791	6%

Population Summary, Gender

Alan Hancock College's service areas current population is 50.41% male and 49.59% female and both genders will grow by around 6% in the next five years.

Population by Gender



Top Industries and Occupations

Living Wage Calculations, Santa Barbara County

The living wage shown is the hourly rate that an individual must earn to support their family, if they are the sole provider and are working full-time (2080 hours per year). The state minimum wage is the same for all individuals, regardless of how many dependents they may have. The poverty rate is typically quoted as gross annual income. We have converted it to an hourly wage for the sake of comparison. Wages that are less than the living wage are shown in red.

Hourly Wages	One Adult	One Adult, One Child	Two Adults	Two Adults, One Child	Two Adults, Two Children
Living Wage	\$12.83	\$21.73	\$17.90	\$26.82	\$33.87
Poverty Wage	\$5.04	\$6.68	\$6.49	\$7.81	\$9.83
Minimum Wage	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00

The list of the largest, highest paying, and fastest growing industries and occupations for the college's service area are listed below. Earnings below the hourly living wage of \$12.83 or annual living wage of \$26,686.40 for one adult are shaded grey.

During 2012, the largest industry in the college's service area is health care followed by retail. The highest paying industries are company or enterprise management and utilities. The fastest growing industries are professional, scientific, and technical services and health care and social assistance.

Largest Industries-College Service Area

Industry	2012 Jobs	2017 Jobs	Change	% Change	2011 EPW
Health Care & Social Assistance	14,893	15,954	1,061	7%	\$58,015
Retail Trade	14,745	15,208	463	3%	\$34,679
Agriculture, Forestry, Fishing & Hunting	14,167	15,196	1,029	7%	\$28,445
Accommodation & Food Services	12,241	12,658	417	3%	\$22,120
Professional, Scientific, & Technical Services	10,112	11,372	1,260	12%	\$63,742
Manufacturing	8,638	8,791	153	2%	\$82,904
Government	8,366	8,639	273	3%	\$74,436
Other Services (except Public Administration)	8,033	8,331	298	4%	\$25,901
Admin& Support-Waste Management & Remediation	7,906	8,162	256	3%	\$34,677
Real Estate and Rental and Leasing	6,601	7,036	435	7%	\$28,725
Construction	6,047	6,208	161	3%	\$51,413
Finance and Insurance	3,246	3,477	231	7%	\$64,221
Transportation & Warehousing	2,632	2,774	142	5%	\$41,736
Wholesale Trade	2,505	2,555	50	2%	\$58,378
Information	1,940	1,811	-129	-7%	\$71,022
Educational Services (Private)	1,918	2,089	171	9%	\$29,974
Arts, Entertainment, and Recreation	1,463	1,307	-156	-11%	\$22,142
Mining, Quarrying, and Oil & Gas Extraction	1,459	1,608	149	10%	\$71,281
Management of Companies and Enterprises	633	673	40	6%	\$133,137
Unclassified Industry	239	275	36	15%	\$64,773

Highest Paying Industries- College Service Area

Industry	2012 Jobs	2017 Jobs	Change	% Change	2011 EPW
Management of Companies and Enterprises	633	673	40	6%	\$133,137
Utilities	220	223	3	1%	\$91,896
Manufacturing	8,638	8,791	153	2%	\$82,904
Government	8,366	8,639	273	3%	\$74,436
Mining, Quarrying, and Oil and Gas Extraction	1,459	1,608	149	10%	\$71,281
Information	1,940	1,811	-129	-7%	\$71,022
Unclassified Industry	239	275	36	15%	\$64,773
Finance and Insurance	3,246	3,477	231	7%	\$64,221
Professional, Scientific, and Technical Services	10,112	11,372	1,260	12%	\$63,742

Industry	2012 Jobs	2017 Jobs	Change	% Change	2011 EPW
Wholesale Trade	2,505	2,555	50	2%	\$58,378
Health Care and Social Assistance	14,893	15,954	1,061	7%	\$58,015
Construction	6,047	6,208	161	3%	\$51,413
Transportation and Warehousing	2,632	2,774	142	5%	\$41,736
Retail Trade	14,745	15,208	463	3%	\$34,679
Administrative and Support and Waste Management and Remediation Services	7,906	8,162	256	3%	\$34,677
Educational Services (Private)	1,918	2,089	171	9%	\$29,974
Real Estate and Rental and Leasing	6,601	7,036	435	7%	\$28,725
Agriculture, Forestry, Fishing and Hunting	14,167	15,196	1,029	7%	\$28,445
Other Services (except Public Administration)	8,033	8,331	298	4%	\$25,901
Arts, Entertainment, and Recreation	1,463	1,307	-156	-11%	\$22,142

Fastest Growing Industries-College Service Area

Industry	2012 Jobs	2017 Jobs	Change	% Change	2011 EPW
Professional, Scientific, and Technical Services	10,112	11,372	1,260	12%	\$63,742
Health Care and Social Assistance	14,893	15,954	1,061	7%	\$58,015
Agriculture, Forestry, Fishing and Hunting	14,167	15,196	1,029	7%	\$28,445
Retail Trade	14,745	15,208	463	3%	\$34,679
Real Estate and Rental and Leasing	6,601	7,036	435	7%	\$28,725
Accommodation and Food Services	12,241	12,658	417	3%	\$22,120
Other Services (except Public Administration)	8,033	8,331	298	4%	\$25,901
Government	8,366	8,639	273	3%	\$74,436
Admin, Support, Waste Mgmt& Remediation Services	7,906	8,162	256	3%	\$34,677
Finance and Insurance	3,246	3,477	231	7%	\$64,221
Educational Services (Private)	1,918	2,089	171	9%	\$29,974
Construction	6,047	6,208	161	3%	\$51,413
Manufacturing	8,638	8,791	153	2%	\$82,904
Mining, Quarrying, & Oil and Gas Extraction	1,459	1,608	149	10%	\$71,281
Transportation and Warehousing	2,632	2,774	142	5%	\$41,736
Wholesale Trade	2,505	2,555	50	2%	\$58,378
Management of Companies and Enterprises	633	673	40	6%	\$133,137
Unclassified Industry	239	275	36	15%	\$64,773
Utilities	220	223	3	1%	\$91,896
Information	1,940	1,811	-129	-7%	\$71,022

Largest Occupations-College Service Area

Occupation	2012 Jobs	2017 Jobs	Change	% Change	2011 Median Hourly Wages
Farmworkers & Laborers, Crop, Nursery, & Greenhouse	7,981	8,568	587	7%	\$9.08
Retail Salespersons	3,771	3,975	204	5%	\$10.70
Real Estate Sales Agents	2,744	3,026	282	10%	\$20.96
Cashiers	2,725	2,868	143	5%	\$9.91
Office Clerks, General	2,488	2,567	79	3%	\$15.06
Maids and Housekeeping Cleaners	2,334	2,562	228	10%	\$9.88
Food Prep& Serving Workers, Including Fast Food	2,094	2,277	183	9%	\$8.98
Waiters and Waitresses	2,042	2,068	26	1%	\$9.07
Registered Nurses	1,653	1,815	162	10%	\$40.47
Supervisors/Managers of Retail Sales Workers	1,622	1,578	-44	-3%	\$16.04
Military Occupations	1,604	1,616	12	1%	\$16.12
General and Operations Managers	1,597	1,564	-33	-2%	\$45.28
Landscaping and Groundskeeping Workers	1,567	1,702	135	9%	\$11.69
Stock Clerks and Order Fillers	1,513	1,641	128	8%	\$10.62
Bookkeeping, Accounting, and Auditing Clerks	1,408	1,473	65	5%	\$18.42
Managers, All Other	1,380	1,532	152	11%	\$24.83
Child Care Workers	1,281	1,226	-55	-4%	\$8.28
Truck Drivers, Heavy and Tractor-Trailer	1,259	1,425	166	13%	\$17.28
Laborers and Freight, Stock, and Material Movers, Hand	1,236	1,212	-24	-2%	\$12.26
Executive Secretaries and Administrative Assistants	1,227	1,268	41	3%	\$21.65

Highest Paying Occupations-College Service Area

Occupation	2012 Jobs	2017 Jobs	Change	% Change	2011 Median Hourly Wages
Psychiatrists	16	18	2	13%	\$87.07
Obstetricians and Gynecologists	33	37	4	12%	\$82.57
Anesthesiologists	37	39	2	5%	\$76.69
Pediatricians, General	57	64	7	12%	\$74.26
Surgeons	65	72	7	11%	\$74.23
Physicians and Surgeons, All Other	276	300	24	9%	\$74.07
Dentists, General	90	88	-2	-2%	\$66.80
Internists, General	51	54	3	6%	\$65.10
Engineering Managers	201	216	15	7%	\$64.85
Chief Executives	364	370	6	2%	\$63.59
Family and General Practitioners	127	136	9	7%	\$63.18
Pharmacists	135	134	-1	-1%	\$62.99
Supervisors/Managers of Fire Fighting & Prevention Workers	162	173	11	7%	\$62.46
Natural Sciences Managers	30	30	0	0%	\$59.81
Radiation Therapists	78	87	9	12%	\$57.25
Computer Hardware Engineers	35	37	2	6%	\$57.09
Mathematicians	22	23	1	5%	\$54.94
Nuclear Medicine Technologists	20	21	1	5%	\$53.67
Veterinarians	106	109	3	3%	\$53.37
Chemical Engineers	20	21	1	5%	\$50.75

Fastest Growing Occupations-College Service Area

Occupation	2011 Jobs	2017 Jobs	Growth	% Growth	2011 Median Hourly Wages
Farmworkers & Laborers, Crop, Nursery, & Greenhouse	7,981	8,568	587	7%	\$9.08
Real Estate Sales Agents	2,744	3,026	282	10%	\$20.96
Maids and Housekeeping Cleaners	2,334	2,562	228	10%	\$9.88
Retail Salespersons	3,771	3,975	204	5%	\$10.70
Food Preparation & Serving Workers, Including Fast Food	2,094	2,277	183	9%	\$8.98
Truck Drivers, Heavy and Tractor-Trailer	1,259	1,425	166	13%	\$17.28
Registered Nurses	1,653	1,815	162	10%	\$40.47
Managers, All Other	1,380	1,532	152	11%	\$24.83
Funeral Attendants	88	237	149	169%	\$15.61
Cashiers	2,725	2,868	143	5%	\$9.91
Accountants and Auditors	1,075	1,212	137	13%	\$28.25
Landscaping and Groundskeeping Workers	1,567	1,702	135	9%	\$11.69
Stock Clerks and Order Fillers	1,513	1,641	128	8%	\$10.62
Management Analysts	940	1,066	126	13%	\$36.84
Home Health Aides	578	704	126	22%	\$10.78
Personal Financial Advisors	501	625	124	25%	\$32.10
Customer Service Representatives	961	1,074	113	12%	\$16.21
Property, Real Estate, & Community Association Managers	1,026	1,136	110	11%	\$24.18
Medical Assistants	570	677	107	19%	\$14.98
Nonfarm Animal Caretakers	822	916	94	11%	\$13.70

Data Sources and Calculations

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department.

Appendix A: How to Use This Report

About the Centers of Excellence

The Centers of Excellence (COE), in partnership with business and industry, deliver regional workforce research customized for community college decision making and resource development. This information has proven valuable to colleges in beginning, revising, or updating economic development and Career Technical Education (CTE) programs, strengthening grant applications, assisting in the accreditation process, and in supporting strategic planning efforts.

The COE initiative and Rural Opportunities Program is funded in part by the Chancellor's Office, California Community Colleges Economic and Workforce Development Program. The Centers aspire to be the premier source of regional economic and workforce information and insight for California's community colleges.

More information about the Centers of Excellence is available at www.coecc.net.

How to Use This Report

This report is designed to provide current industry data specific to your college for:

- Defining potential strategic opportunities relative to an industry's emerging trends and workforce needs;
- Influencing and informing local college program planning and resource development;
- Promoting a future-oriented and market responsive way of thinking among college and community stakeholders;
- Assisting community college administrators, faculty, Economic Development, and CTE administrators, and contract education programs in connecting with industry partners.

The information in this report has been generated using software customized for the COE initiative, including Environmental System Research Institute's (ESRI) GIS Business Analyst application and Economic Modeling Specialists, Inc. (EMSI) economic modeling system. In some instances, the labor market information will suggest that colleges might not want to begin or add programs, thereby avoiding needless replication and low enrollments.

Important Disclaimer

All information and data included in this customized report have been produced from various publicly and privately available secondary data sources. Unlike Centers of Excellence environmental scan reports, the information contained in this report has not been independently validated by employers, nor does it contain information on other community college and external programs.

Efforts have been made to confirm the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host district, or California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon this report.