

# Beyond the Numbers: *South County's Labor Market*





**How much does a single adult  
need to earn annually to live in  
San Diego County?**

- A. \$12,752
- B. \$33,761
- C. \$45,256
- D. \$60,889



## Self-Sufficiency Standard for a Single Adult in San Diego County:

**\$33,761 annually**

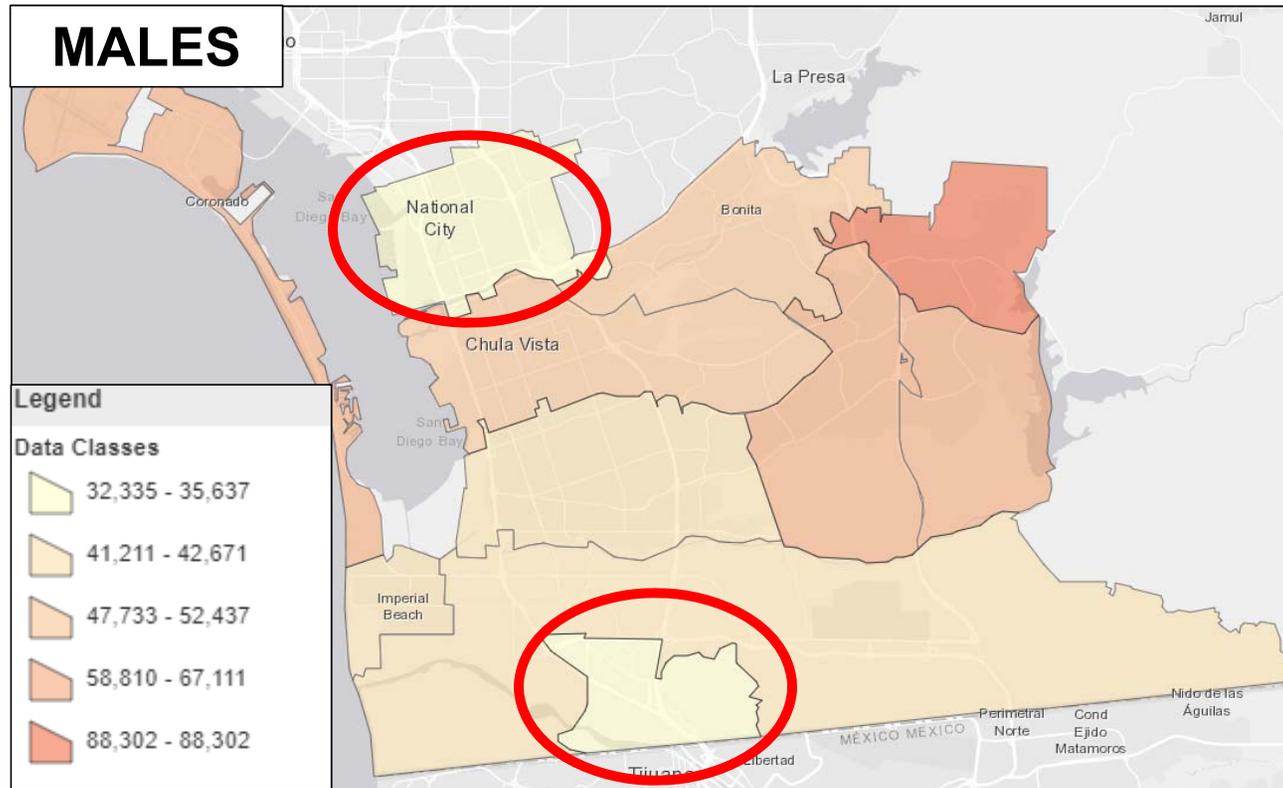
*(\$15.99 per hour)*



*Used by the Chancellor's Office to measure  
California Community Colleges*

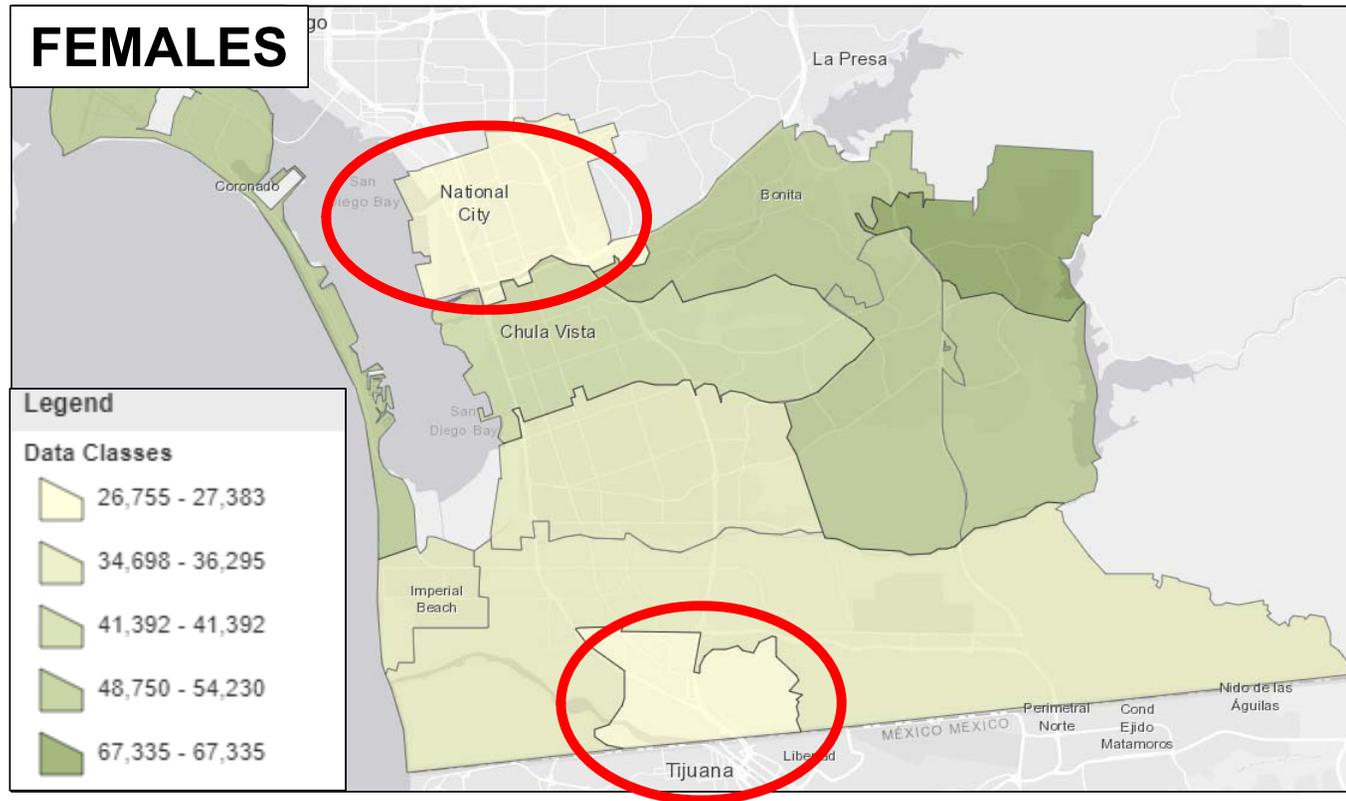


# Median Earnings for Full-Time, Year-Round Workers





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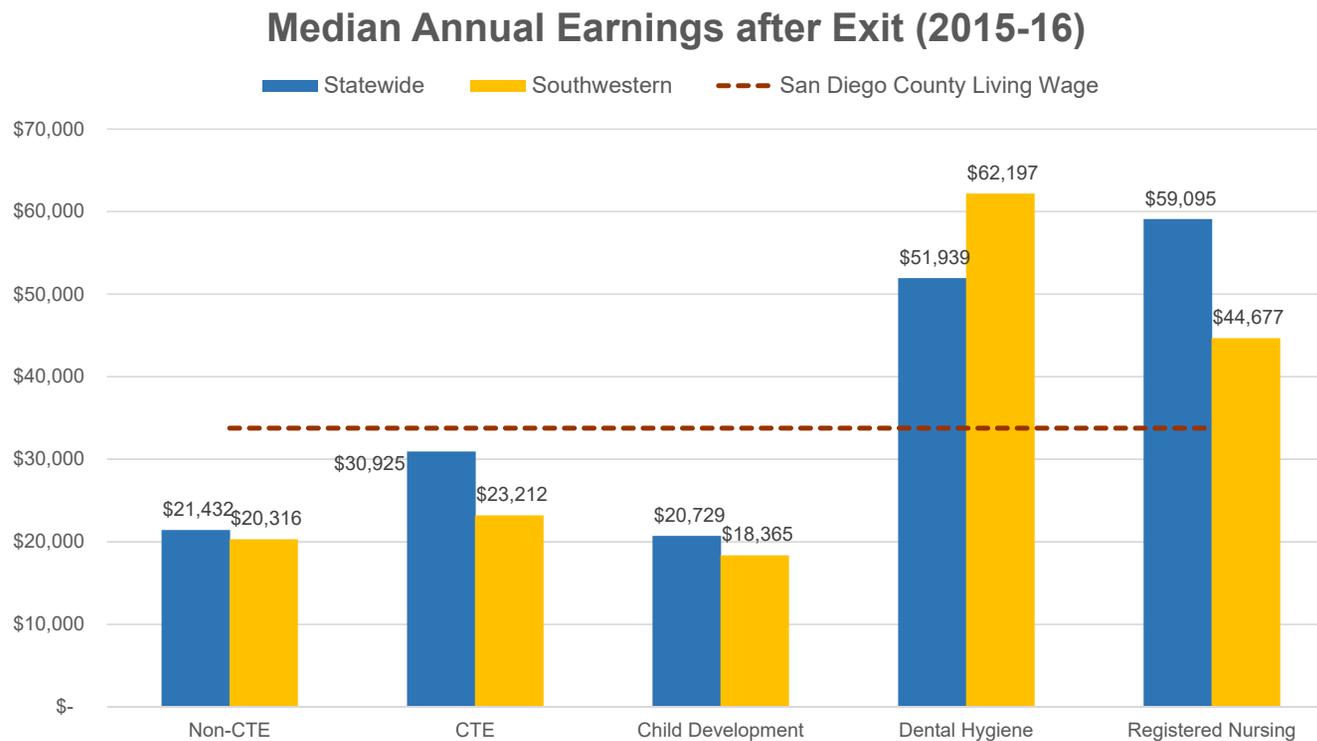


## Recent PPIC Study on Career Education

- Middle skill jobs make up about a third of California's labor market
- Career education credential holders' earnings increased by 20%
- Returns on career education credentials vary by program
- Earnings vary across race / ethnicity

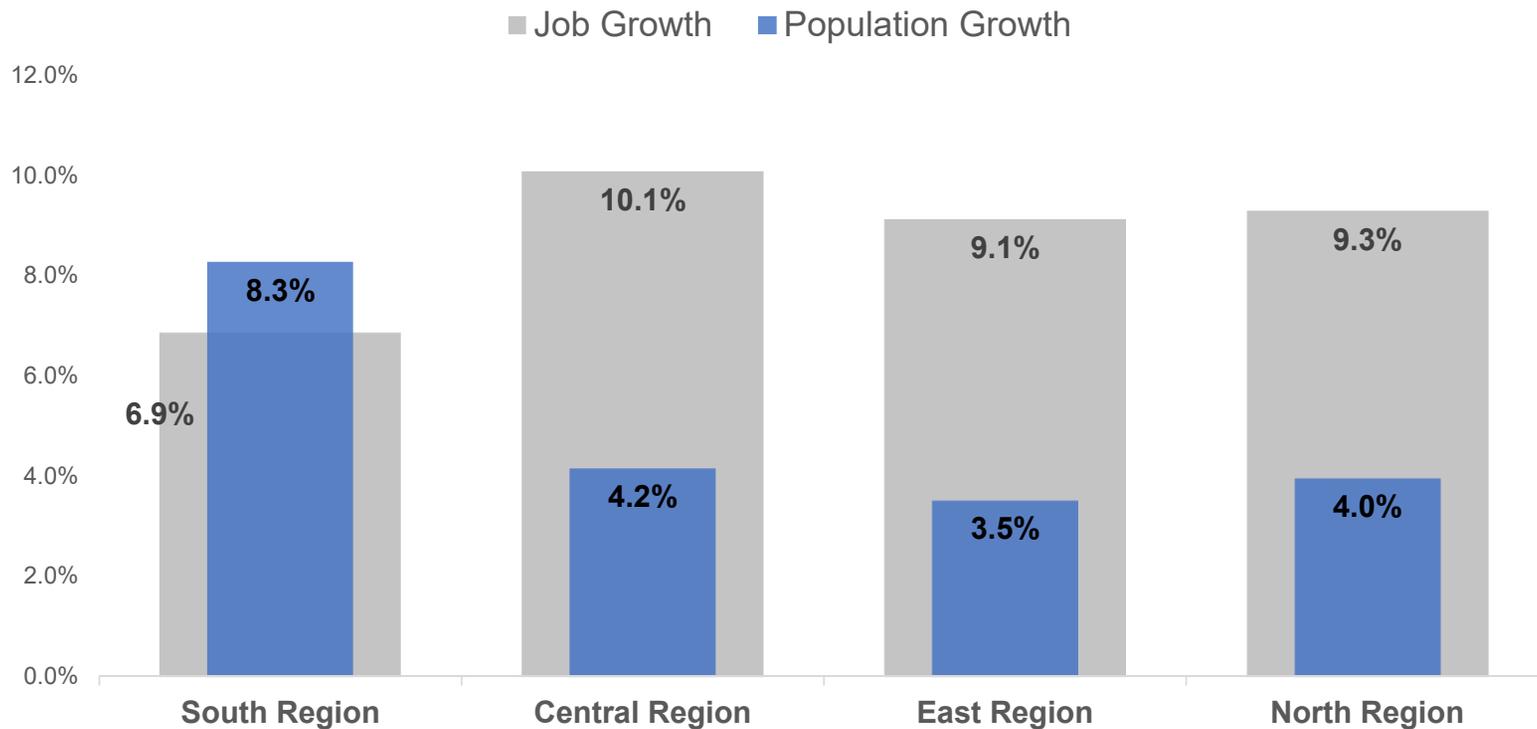


# What are wages after career education?





# Regional Growth (2018 – 2028)



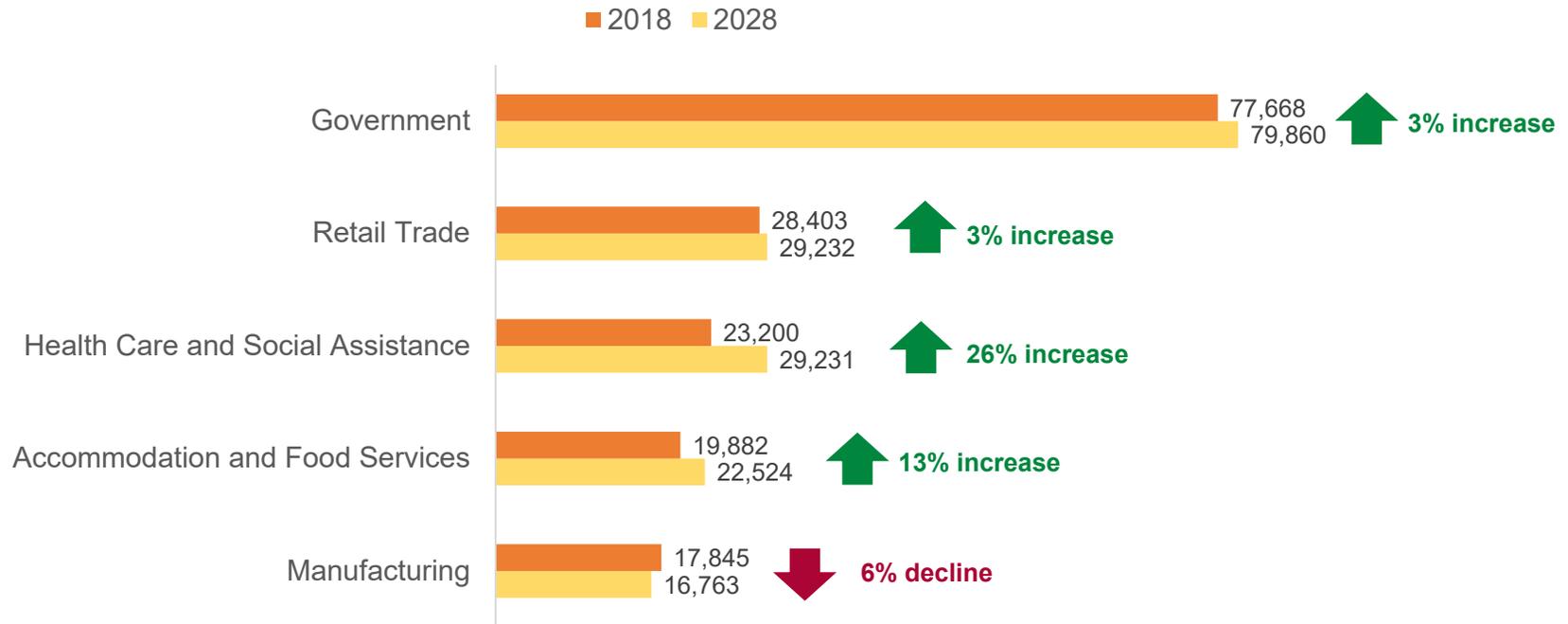
Source: "South Region: Subregional Profile," Centers of Excellence, May 2019

Note: The data presented in the report was derived from Emsi's Analyst program. The dataset is 2019.01. Some zip codes included in this analysis do not appear in census data.



# Top 5 Industries in the South Region

## Number of Jobs by Industry



Source: "South Region: Subregional Profile," Centers of Excellence, May 2019  
Note: "Government" includes public administration and educational services.

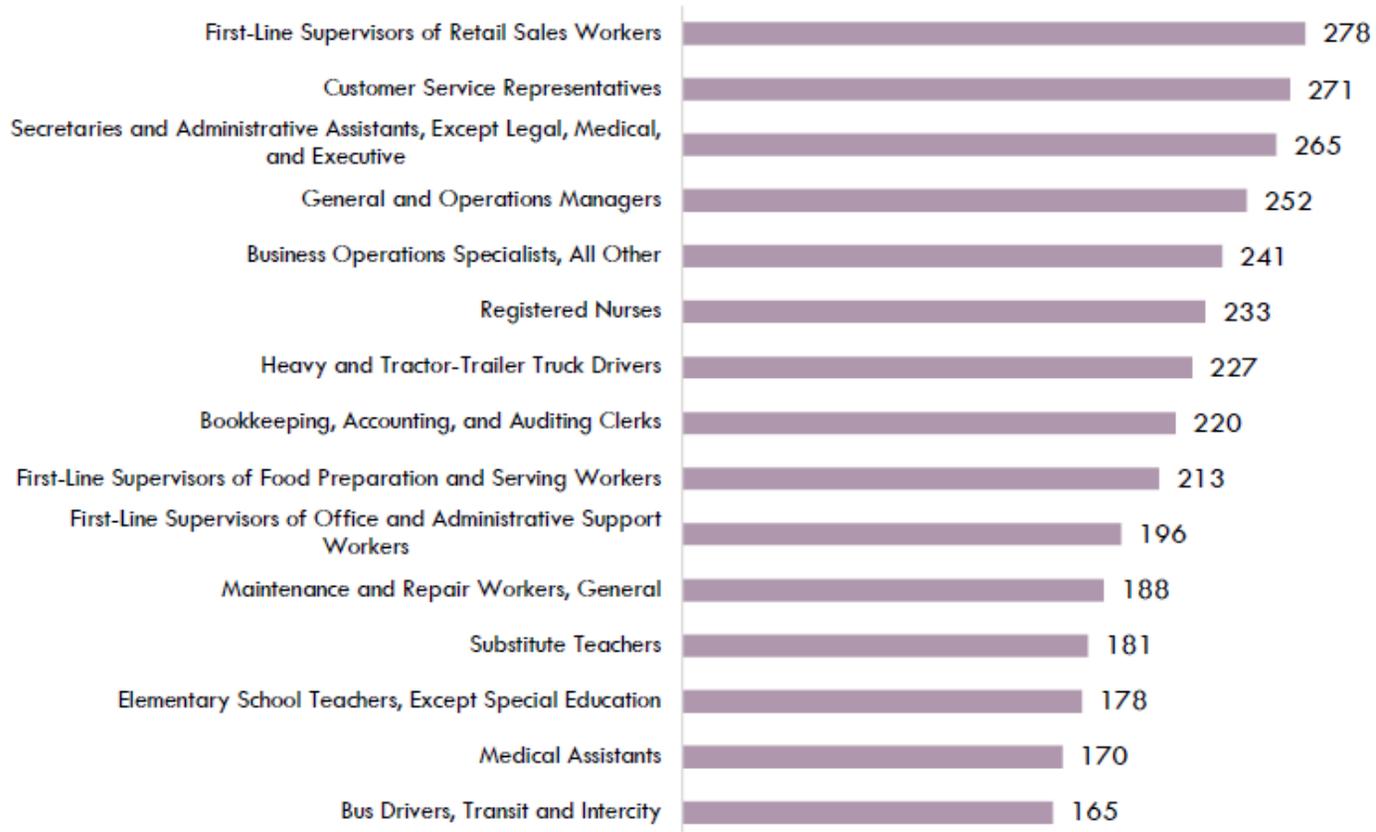


# Unique Online Job Postings

- Nearly 29,000 unique postings in 2017 and nearly 32,500 in 2018
- Top companies with online job postings in 2018 were:
  - Lfyt, Uber, United Technologies Corporation, Marriott International, Robert Half, Varsity Tutors LLC, CRST International, Inc., VIP Kidz LLC, Sharp Healthcare, UTC Aerospace Systems
- “Soft skills” are important to job posters in the South Region (2018)
  - Management (22%), Sales (20%), Customer Service (19%), Communications (15%)
- 8 of the top 10 certifications mentioned in online job postings in 2018 were related to healthcare (CNA, LVN, NP, Critical Care RN, CNOR Cert., etc.)



# Top Jobs with Self-Sufficient *Median* Earnings by Projected Annual Openings in South Region





# How can we get our students to living wages?



PILLARS OF SUPPORT



# Thank you!

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