

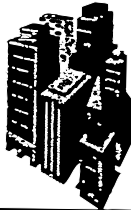


Palomar College

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San Diego Workforce Partnership



SAN DIEGO INDUSTRY CLUSTER STUDIES





Why Industry Cluster Studies

- Support Economic Development
- Impact Planning Activities
- Meet Employers' Needs
- Meet Providers' Needs
- Meet Individuals' Needs



Industries Cluster Studies

- Biosciences
- Communications
- Computer and Electronics Manufacturing
- Medical Services
- Software and Computer Services
- Visitor Services

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Project Outcomes

- Description of Occupational Structure
- Analysis of Supply and Demand for Workers
- Strategies for Improving Education and Training Systems
- Strategies for Increasing Jobs with Better Incomes
- Strategies for Developing Career Ladders

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Data Elements

- Employment Trends
- Wage Levels
- Occupational Shortages
- Skill Requirements
- Available Education and Training Providers



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Employment Growth

- **Over 12% Annual Growth**
 - Software and Computer Services
- **Over 8% Annual Growth**
 - Biosciences
 - Communications
- **Less than 3% Annual Growth**
 - Computer / Electronics
 - Environmental Technology
 - Visitor Services

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Employment Outlook

- Demand / Supply
- Nursing Shortage "CRISIS"
- 3,000 – 5,000 Engineers of all types within the next five years



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Wages

- Biotechnology - \$49,100
- Biomedical - \$39,400
- Computer/Electronics - \$41,000
- Software - \$63,800
- Communications - \$37,000 - \$67,000
- Visitor Services - \$16,670 - \$32,336



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Occupational Growth

Technical:

- Engineers, Engineers, Engineers
- Computer Scientists
- Programmers
- Application Developers
- Content Developers
- Technicians
- Artists / Designers



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Occupational Growth

Professional:

- Engineers
- Registered Nurses
- CNA's
- Research Scientists



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Occupational Growth

Business Administration:

- Management
- Marketing
- Customer Relations
- Computer Support
- Sales Force



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Research Methodology

- Advisory Groups
- Existing Data
- Surveys
- Focus Groups
- CEO Interviews



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Additional Studies

- Business Services
- Defense and Transportation Manufacturing



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Planning



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Regional Technology Alliance

Education and Training

- Pedagogy Changes
- Management and Training Courses
- Regional Training Sessions
- Company Training Sessions
- Database of Education and Training Providers
- Central Point for Internships

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- Skills List
- Critical Support Clusters
 - Education
 - Construction
 - Government



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SAN DIEGO WORKFORCE PARTNERSHIP, Inc.

Summary

EMPLOYER SKILL REQUIREMENTS

Basic Requirements

- **Computation skills**
- **Computer skills**
- **Reading skills**
- **Workplace attitudes**
- **Writing skills**

"Soft-skill" requirements

- **Oral communication skills**
- **Ability to read and follow directions**
- **Ability to work independently**
- **Customer service skills**
- **Interpersonal skills**
- **Ability to work as a team member**
- **Record keeping skills**
- **Willingness to work weekend/holidays and extra hours**
- **Ability to work under pressure**
- **Motivational skills**
- **Knowledge of various cultural backgrounds**
- **Verbal presentation skills**
- **Life Long Learning / Continuous Education**
- **Problem solving skills**