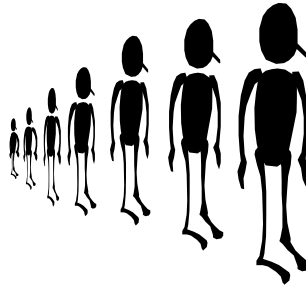


Palomar College External Scan

2009

External Scan Topics

- Population Growth



- 2008-09 WSCH By Population Group



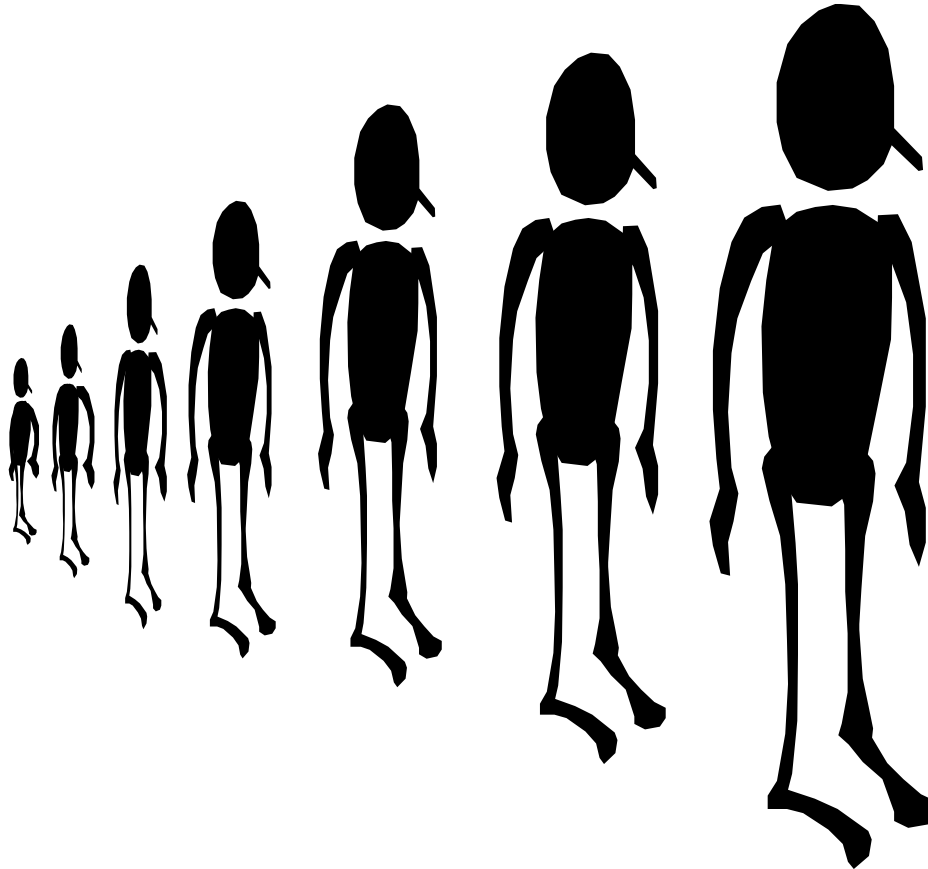
- Population Educational Attainment



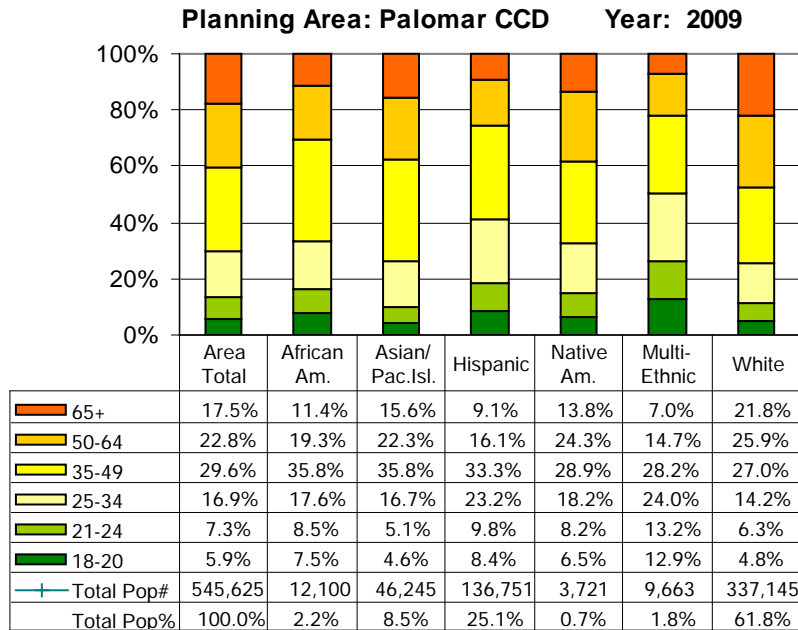
- Job Growth



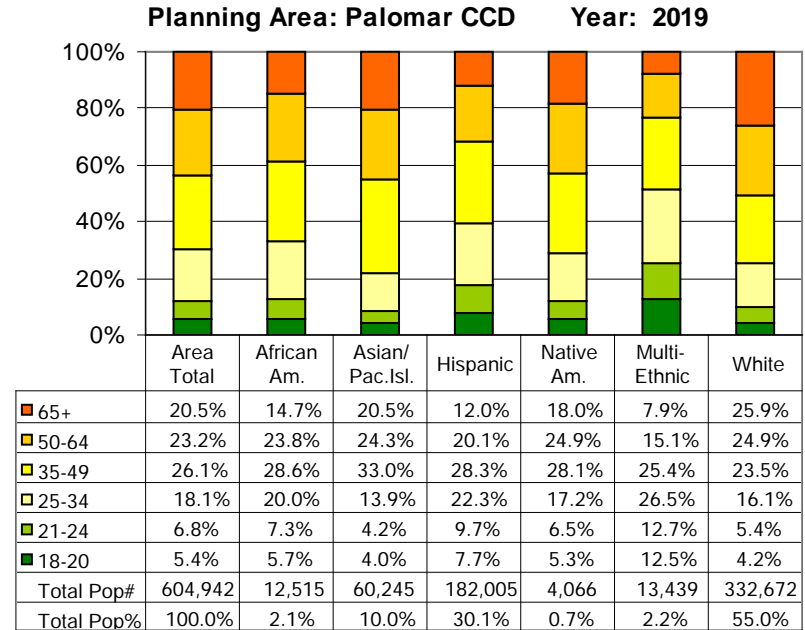
Population Growth



District Population Growth 2009 to 2019 for Those 18 Years of Age or Older



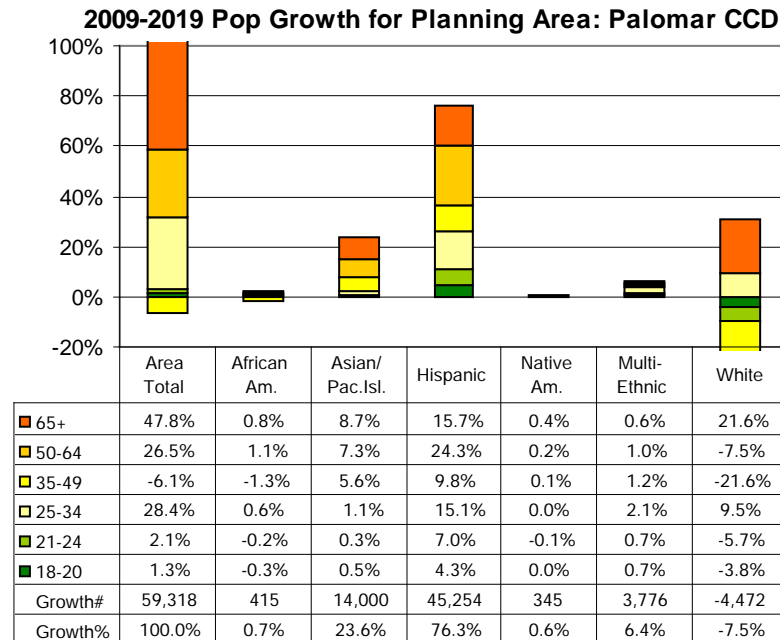
Source: Economic Modeling Specialists Inc (EMSI)



Source: Economic Modeling Specialists Inc (EMSI)

- EMSI forecasts that the District's 18+ population will grow by over 59,000 (10.9%) in the next 10 years.
- Next, we will explore where that 59,318 in population growth came from...

Where the 59,318 in Age 18+ District Population Growth Came from...



Source: Economic Modeling Specialists Inc (EMSI)

- Almost half (47.8%) of the growth was attributable to those Aged 65+;
- All but 10% of the 65+ growth was attributable to Whites (21.6%) and Hispanics (15.7%);
- At the other end of the age scale, those Aged 18-20 accounted for only 1.3% of growth;
- Hispanic 18-20 growth (4.3%) balanced out declines among African Americans (-0.3%) Whites (-3.8%);
- As a group, Hispanics accounted for over three-quarters (76.3%) of the District's 59,318 Age 18+ growth.

What We've Learned So Far...



Pop Growth

- The District 's Aged 18+ population will grow by 59,318 (10.9%) between 2009 and 2019.
- Almost half of that growth (28,348 or 47.8%) comes from the 65+ age group – the District grows greyer.
- The Aged 18-20 population will grow by only 780 (1.3%).
- 18-20 African Americans and Whites will decline between now and 2019 (by 0.3% and 3.8% respectively).
- 18-20 Hispanic growth (2,574 or 4.3%) balances out the 4.1% decline in African Americans and Whites.
- As a group, Hispanics accounted for 45,245 (76.3%) of District population growth.



Pop Group WSCH



Pop Ed Level



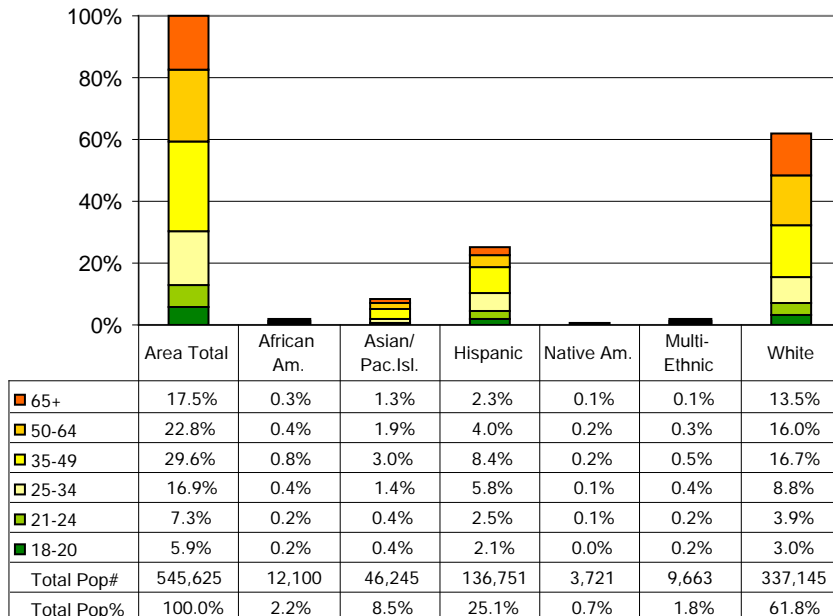
Job Growth

2008-09 WSCH By Population Group

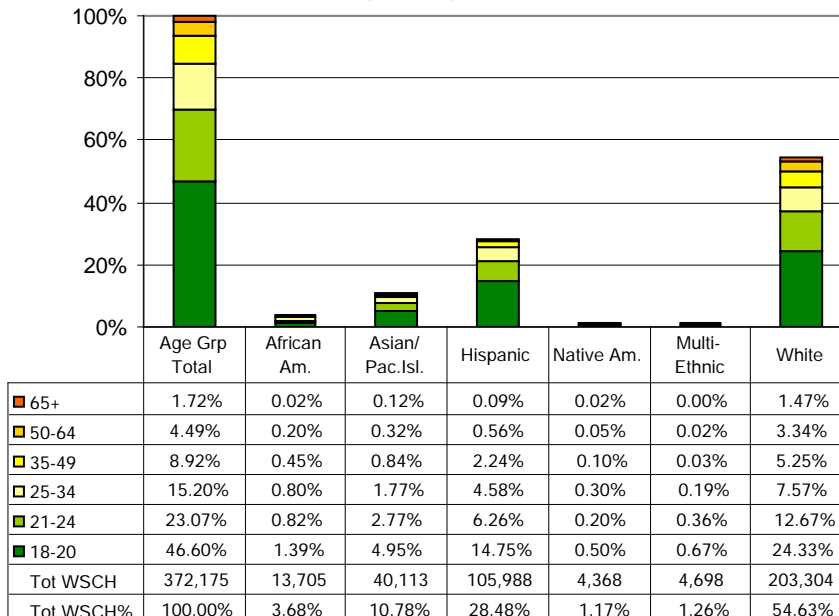


Are Age-Ethnicity Groups Generating WSCH in Proportion to Their Representation in the Population?

2009 District Adult Pop Distribution



2008-09 In-District, Adult, CREDIT+NonCREDIT WSCH

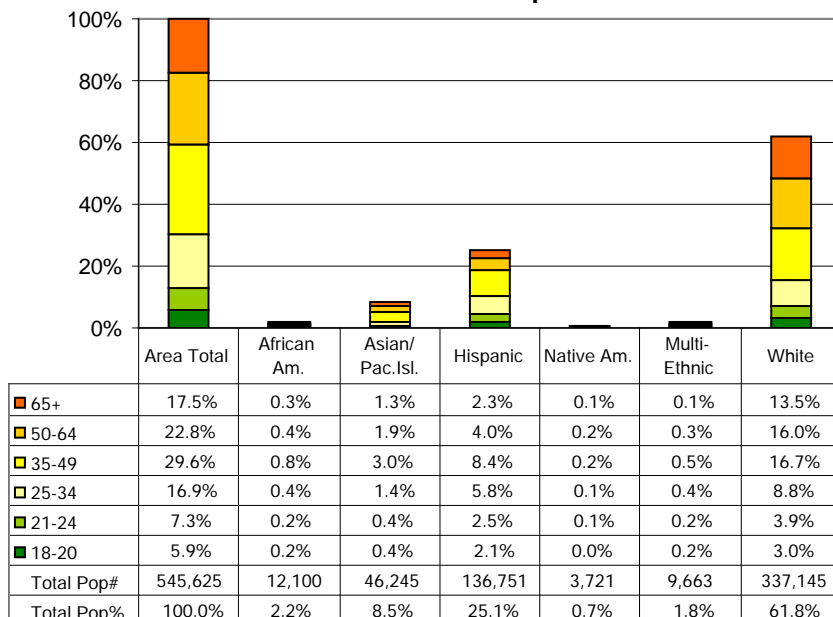


- Those aged 18-20 represent only 5.9% of District population but they generated almost half (46.6%) of 2008-09 WSCH.
- Put another way, the WSCH “share” for those aged **18-20** was **7.92** times greater than their population “share” (46.6 / 5.9).
- The WSCH share for those aged **21-24** was **3.17** times greater than their population share (23.07 / 7.3).
- WSCH share for those aged **25-34** was only **0.90** times as large as their population share (15.2 / 16.9).
- The device of dividing WSCH share by Population share makes it much easier to spot proportionality anomalies.
- As can be seen in the next slide...

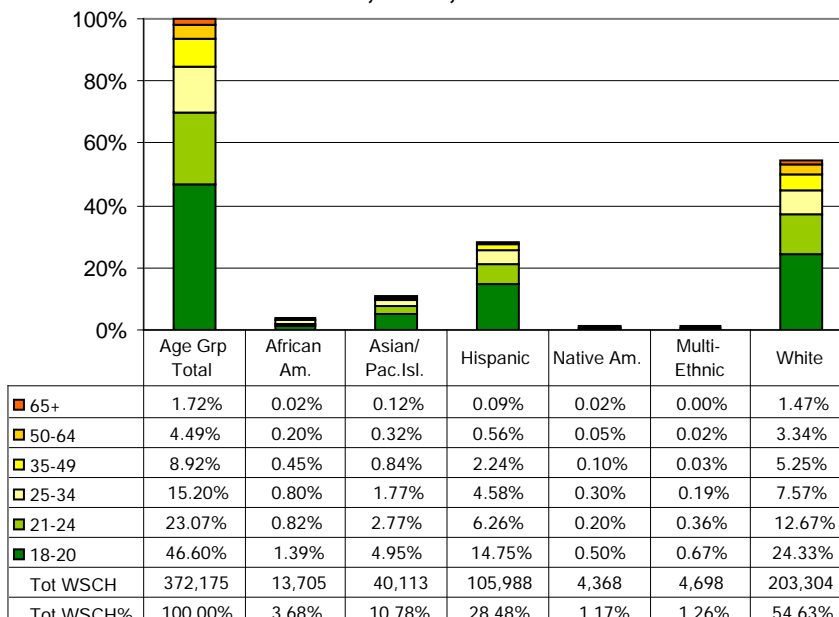


Are Age-Ethnicity Groups Generating WSCH in Proportion to Their Representation in the Population? (Cont.)

2009 District Adult Pop Distribution



2008-09 In-District, Adult, CREDIT+NonCREDIT WSCH



CREDIT+NonCREDIT INDEX (% of WSCH per % of Pop)

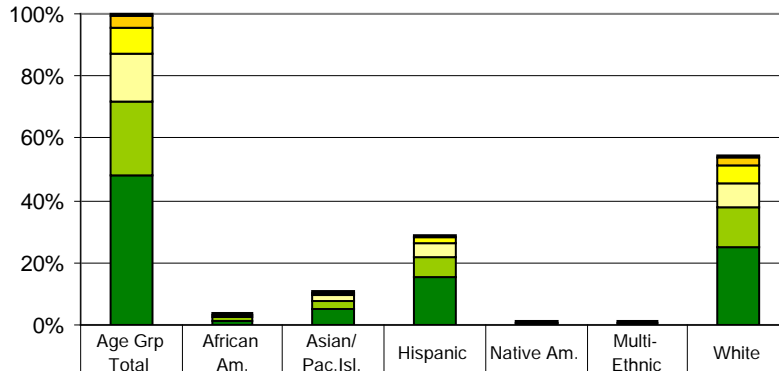
Age	Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	0.10	0.10	0.09	0.04	0.18	0.00	0.11
50-64	0.20	0.46	0.17	0.14	0.32	0.06	0.21
35-49	0.30	0.57	0.28	0.27	0.53	0.06	0.31
25-34	0.90	2.05	1.25	0.79	2.42	0.44	0.86
21-24	3.17	4.38	6.48	2.54	3.48	1.52	3.24
18-20	7.92	8.30	12.68	7.01	11.31	2.95	8.25
Total	1.00	1.66	1.27	1.14	1.72	0.71	0.88

- If a group has exactly the same WSCH and population "shares" (e.g. 10%WSCH & 10%Pop) then the INDEX = 1.00.
- If a group generates 10% of the WSCH and represents 5% of the population, INDEX= 2.00 (i.e., they generate twice as much WSCH as their Pop share would suggest.)
- If a group generates 5% of the WSCH and represents 10% of the population, INDEX= 0.50 (i.e., they generate half as much WSCH as their Pop share would suggest.)

Ok, But How About for Credit and Non-Credit Separately?



2008-09 In-District, Adult, CREDIT WSCH Distribution



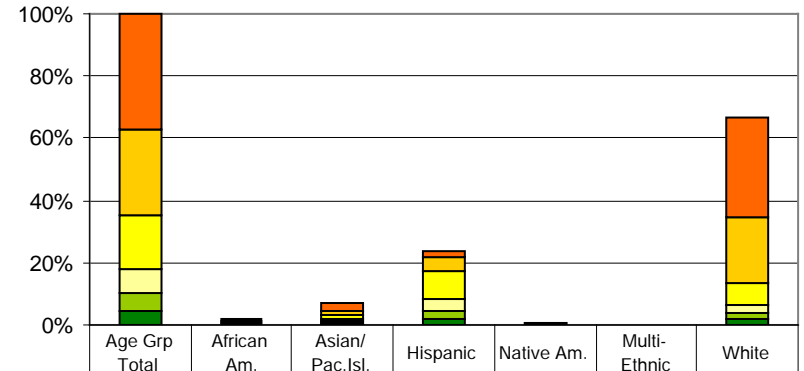
	Age Grp Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	0.58%	0.02%	0.05%	0.02%	0.01%	0.00%	0.48%
50-64	3.75%	0.20%	0.28%	0.44%	0.05%	0.02%	2.76%
35-49	8.66%	0.46%	0.83%	2.03%	0.11%	0.03%	5.21%
25-34	15.44%	0.81%	1.80%	4.60%	0.31%	0.19%	7.72%
21-24	23.63%	0.83%	2.85%	6.38%	0.20%	0.37%	13.00%
18-20	47.94%	1.43%	5.09%	15.15%	0.52%	0.70%	25.06%
Tot WSCH	360,654	13,506	39,315	103,222	4,311	4,690	195,609
Tot WSCH%	100.00%	3.74%	10.90%	28.62%	1.20%	1.30%	54.24%

Younger age groups generate more than their Pop share of Credit WSCH.

CREDIT INDEX (% of WSCH per % of Pop)

Age	Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	0.03	0.08	0.04	0.01	0.08	0.00	0.04
50-64	0.16	0.46	0.15	0.11	0.32	0.06	0.17
35-49	0.29	0.58	0.27	0.24	0.54	0.06	0.31
25-34	0.91	2.08	1.28	0.79	2.49	0.45	0.88
21-24	3.25	4.42	6.65	2.59	3.59	1.57	3.33
18-20	8.14	8.53	13.04	7.20	11.67	3.03	8.49
Total	1.00	1.69	1.29	1.14	1.75	0.73	0.88

2008-09 In-District, Adult, NON-CREDIT WSCH



	Age Grp Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	37.40%	0.15%	2.23%	2.36%	0.31%	0.00%	32.34%
50-64	27.50%	0.16%	1.65%	4.31%	0.08%	0.00%	21.30%
35-49	17.03%	0.23%	1.26%	9.00%	0.05%	0.01%	6.49%
25-34	7.81%	0.44%	0.69%	3.82%	0.04%	0.01%	2.82%
21-24	5.74%	0.59%	0.52%	2.43%	0.01%	0.01%	2.18%
18-20	4.52%	0.15%	0.58%	2.09%	0.01%	0.03%	1.66%
Tot WSCH	11,521	198	797	2,766	57	8	7,694
Tot WSCH%	100.00%	1.72%	6.92%	24.01%	0.50%	0.07%	66.78%

Older age groups generate more than their Pop share of NonCredit WSCH.

NON-CREDIT INDEX (% of WSCH per % of Pop)

Age	Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	2.13	0.61	1.69	1.03	3.31	0.00	2.40
50-64	1.21	0.38	0.87	1.07	0.48	0.01	1.33
35-49	0.58	0.28	0.42	1.08	0.25	0.02	0.39
25-34	0.46	1.12	0.49	0.66	0.31	0.02	0.32
21-24	0.79	3.15	1.20	0.99	0.25	0.06	0.56
18-20	0.77	0.90	1.48	0.99	0.14	0.15	0.56
Total	1.00	0.78	0.82	0.96	0.73	0.04	1.08

Population Participation Rates

Participation Rate is defined to be the number of students of a given age & ethnicity enrolled at the district per 1,000 adults of that age & ethnicity in the local population.



District Adult Population in Thousands

Age	Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	95.7	1.4	7.2	12.5	.5	.7	73.4
50-64	124.4	2.3	10.3	22.1	.9	1.4	87.4
35-49	161.3	4.3	16.5	45.6	1.1	2.7	91.1
25-34	92.4	2.1	7.7	31.7	.7	2.3	47.9
21-24	39.7	1.0	2.3	13.4	.3	1.3	21.3
18-20	32.1	.9	2.1	11.5	.2	1.2	16.1
Total	545.6	12.1	46.2	136.8	3.7	9.7	337.1

Source: Economic Modeling Specialists Inc (EMSI)

District Adult Population Distribution Within Age Group

Age	Total Pop K	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	95.7	1.4%	7.5%	13.1%	0.5%	0.7%	76.7%
50-64	124.4	1.9%	8.3%	17.7%	0.7%	1.1%	70.2%
35-49	161.3	2.7%	10.3%	28.3%	0.7%	1.7%	56.4%
25-34	92.4	2.3%	8.3%	34.3%	0.7%	2.5%	51.8%
21-24	39.7	2.6%	5.9%	33.8%	0.8%	3.2%	53.7%
18-20	32.1	2.8%	6.6%	35.8%	0.8%	3.9%	50.1%
Total	545.6	2.2%	8.5%	25.1%	0.7%	1.8%	61.8%

Source: Economic Modeling Specialists Inc (EMSI)

Fall 2008 In-District, Adult, Credit+NonCredit Participation Rate

Age	Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	11	4	8	4	8		12
50-64	13	19	10	8	14	2	14
35-49	14	22	13	12	20	3	14
25-34	29	56	40	26	75	11	29
21-24	90	115	166	75	108	33	94
18-20	193	196	287	181	301	58	198
Total	32	47	36	34	53	16	30

Source: FS320 Report

When Credit & NonCredit students are combined:

- Participation rates are highest for those aged 18-20 (193 per thousand versus 32 for the District Pop overall).
- Participation rates decline at with each step upward through the older age groups.

Population Participation Rates Credit -v- NonCredit

Participation Rate is defined to be the number of students of a given age & ethnicity enrolled at the district per 1,000 adults of that age & ethnicity in the local population.



District Adult Population in Thousands

Age	Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	95.7	1.4	7.2	12.5	.5	.7	73.4
50-64	124.4	2.3	10.3	22.1	.9	1.4	87.4
35-49	161.3	4.3	16.5	45.6	1.1	2.7	91.1
25-34	92.4	2.1	7.7	31.7	.7	2.3	47.9
21-24	39.7	1.0	2.3	13.4	.3	1.3	21.3
18-20	32.1	.9	2.1	11.5	.2	1.2	16.1
Total	545.6	12.1	46.2	136.8	3.7	9.7	337.1

Source: Economic Modeling Specialists Inc (EMSI)

District Adult Population Distribution Within Age Group

Age	Total Pop K	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	95.7	1.4%	7.5%	13.1%	0.5%	0.7%	76.7%
50-64	124.4	1.9%	8.3%	17.7%	0.7%	1.1%	70.2%
35-49	161.3	2.7%	10.3%	28.3%	0.7%	1.7%	56.4%
25-34	92.4	2.3%	8.3%	34.3%	0.7%	2.5%	51.8%
21-24	39.7	2.6%	5.9%	33.8%	0.8%	3.2%	53.7%
18-20	32.1	2.8%	6.6%	35.8%	0.8%	3.9%	50.1%
Total	545.6	2.2%	8.5%	25.1%	0.7%	1.8%	61.8%

Source: Economic Modeling Specialists Inc (EMSI)

Fall 2008 In-District, Adult, Credit Participation Rate

Age	Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	2	2	1	1	4		2
50-64	8	17	6	5	13	2	8
35-49	12	21	11	10	20	2	13
25-34	29	54	39	26	75	11	28
21-24	90	113	164	74	104	33	93
18-20	192	196	286	180	301	58	197
Total	28	45	34	33	51	15	25

Source: FS320 Report

- Credit participation rates are highest for those aged 18-20 (192 per thousand versus 28 overall).
- Aside from Multi-Ethnics, 18-20 Hispanics have the lowest participation rate for that age group (180).
- Credit participation rates decline at with each step upward through the older age groups.

Fall 2008 In-District, Adult, NonCredit Participation Rate

Age	Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	9	2	7	4	4		11
50-64	5	2	3	3	1		6
35-49	2	1	2	2	1		2
25-34	1	2	1	1			1
21-24	1	2	2	1	3		1
18-20	1		1	1			1
Total	4	1	3	2	1		5

Source: FS320 Report

- NonCredit participation rates are highest for those aged 65+ (9 per thousand versus 4 overall).
- NonCredit participation rates decline at with each step downward through the younger age groups.

Do We Have Any Productivity Metrics Like WSCH per FTEF On This?

2008-09 In-District, Adult, CREDIT+NonCREDIT WSCH per FTEF

Age	Total	African Am.	Asian/ Pac.Isl.	Hispanic	Native Am.	Multi- Ethnic	White
65+	487	430	496	521	397		487
50-64	430	445	419	416	379	488	433
35-49	423	478	395	423	411	450	424
25-34	446	468	417	458	461	397	444
21-24	484	464	483	483	495	476	487
18-20	512	514	517	514	493	504	510
Total	481	483	475	487	469	476	480

Yes, we can look at Credit and NonCredit Separately.

2008-09 In-District, Adult, CREDIT+NonCREDIT WSCH per FTEF

Age	Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	487	430	496	521	397		487
50-64	430	445	419	416	379	488	433
35-49	423	478	395	423	411	450	424
25-34	446	468	417	458	461	397	444
21-24	484	464	483	483	495	476	487
18-20	512	514	517	514	493	504	510
Total	481	483	475	487	469	476	480

2008-09 In-District, Adult, CREDIT WSCH per FTEF

Age	Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	431	417	425	496	328		432
50-64	419	442	408	438	374	487	416
35-49	426	476	393	444	409	448	421
25-34	446	464	416	461	459	396	443
21-24	484	462	482	483	495	475	486
18-20	512	514	516	514	493	504	510
Total	481	481	474	491	468	475	478

2008-09 In-District, Adult, NON-CREDIT WSCH per FTEF

Age	Total	African Am.	Asian/Pac.Isl.	Hispanic	Native Am.	Multi-Ethnic	White
65+	521	497	568	528	467		518
50-64	485	565	485	359	532		521
35-49	383	668	422	318	598	671	510
25-34	458	939	460	381			556
21-24	600	599	793	474	727		782
18-20	681	674	1,485	562		2,109	726
Total	485	659	538	377	544	2,235	529

What We've Learned So Far...



Pop Growth

- The District's Aged 18+ population will grow by 59,318 (10.9%) between 2009 and 2019.
- Almost half of that growth (28,348 or 47.8%) comes from the 65+ age group – the District grows greyer.
- The Aged 18-20 population will grow by only 780 (1.3%).
- 18-20 African Americans and Whites will decline between now and 2019 (by 0.3% and 3.8% respectively).
- 18-20 Hispanic growth (2,574 or 4.3%) balances out the 4.1% decline in African Americans and Whites.
- As a group, Hispanics accounted for 45,245 (76.3%) of District population growth.



Pop Group WSCH

- 18-20's represent only 5.9% of District Pop but generated almost half (47.9%) of 08-09 **Credit** WSCH.
- That is to say, 18-20 Credit WSCH "share" was **8.14** times greater than their population share ($47.9 / 5.9$).
- For 18-20 aged Hispanics, their **Credit** WSCH share was **7.20** greater than their Pop share ($15.2 / 2.1$).
- That **7.20** multiple for 18-20 age Hispanics falls short of the overall **8.14** multiple for the 18-20 age group.
- Aside from Multi-Ethnics, 18-20 Hispanics also have the lowest Pop participation rate for that age (180/K).
- (As shown in the prior section, future 18-20 population growth comes almost exclusively from Hispanics.)

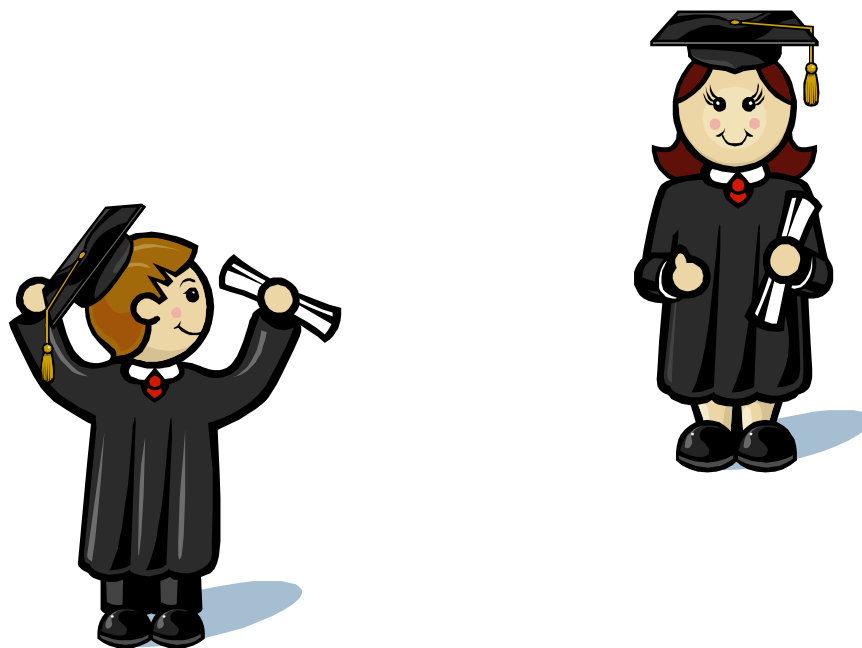


Pop Ed Level



Job Growth

Population Educational Attainment



Planning Area Educational Attainment 2000

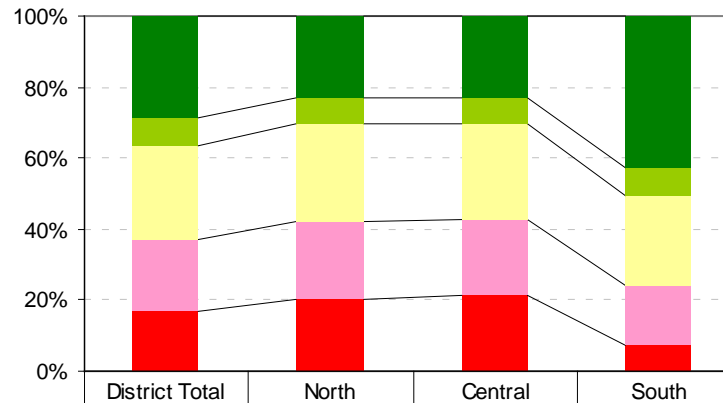
- Over one-third (36.4%) of the District's Aged 25+ population had an AA/AS or higher;

- Over one-quarter (26.6%) had at least "some" college;

- One-fifth (20.1%) had graduated from high school;

- One of every six (16.8%) had less than a high school education.

Census 2000
Educational Attainment of Those Aged 25+ By Planning Area



South

The South Planning Area stands out as having 50.8% AA/AS or higher versus 30.4% in the other Areas.

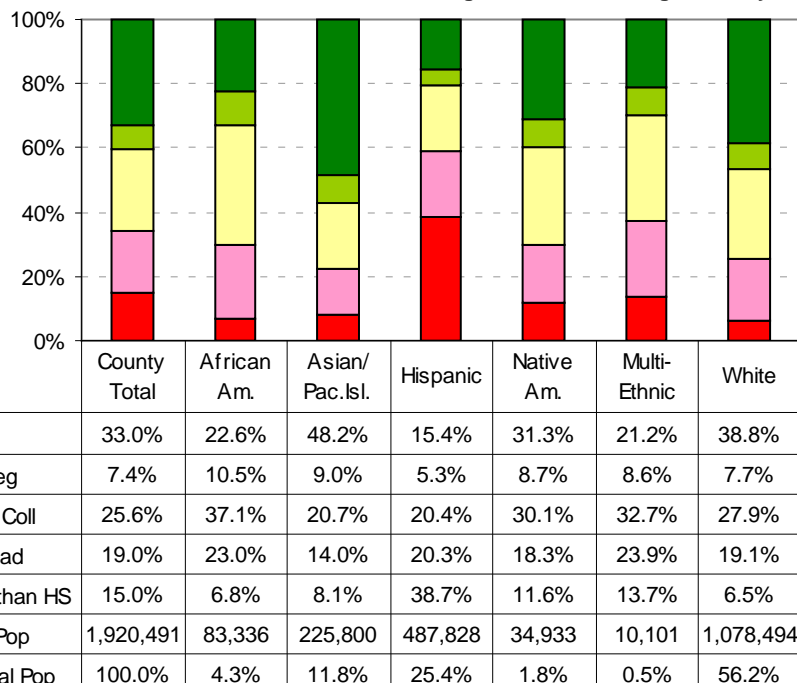
	District Total	North	Central	South
■ %BA+	28.7%	23.0%	23.0%	42.4%
■ %AA Deg	7.7%	7.3%	7.5%	8.4%
■ %Some Coll	26.6%	27.7%	27.0%	25.1%
■ %HS Grad	20.1%	22.0%	21.3%	16.6%
■ %Less than HS	16.8%	20.0%	21.2%	7.4%
# Age 25+	443,058	105,984	206,102	130,972
% Age 25+	100.0%	23.9%	46.5%	29.6%

Source: SANDAG Data Warehouse::ZipCodes::People::Education::2000

- Central – San Marcos, Oceanside, and most of Escondido and Vista
- North – primarily Fallbrook, Valley Center, & parts of Escondido and Vista
- South – primarily Poway, San Diego, and Ramona

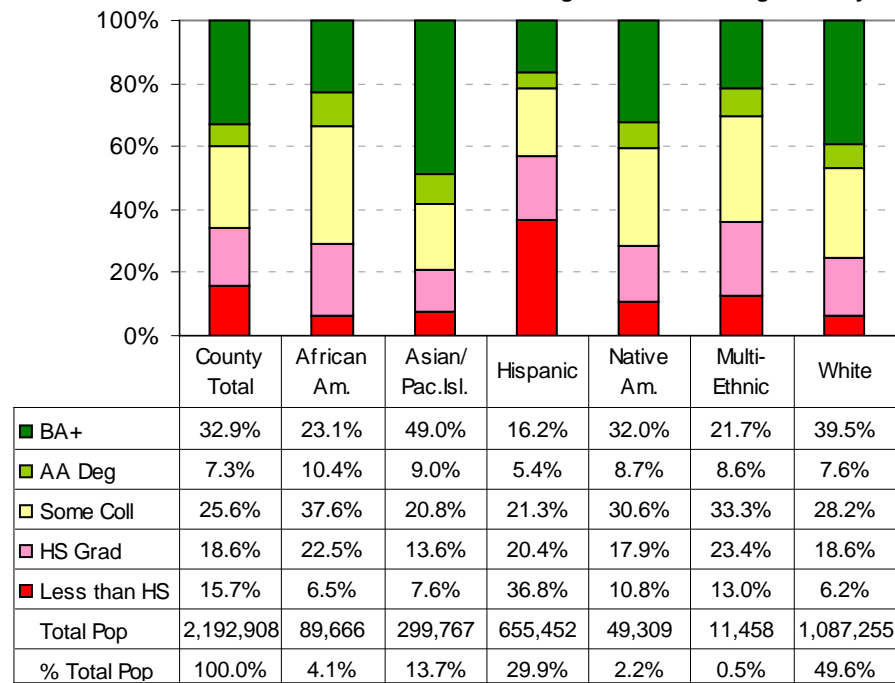
San Diego County Educational Attainment 2009 & Ten Years from Now (2019)

2009 Educational Attainment of Those Aged 25+ in San Diego County



Source: Economic Modeling Specialists Inc (EMSI)

2019 Educational Attainment of Those Aged 25+ in San Diego County

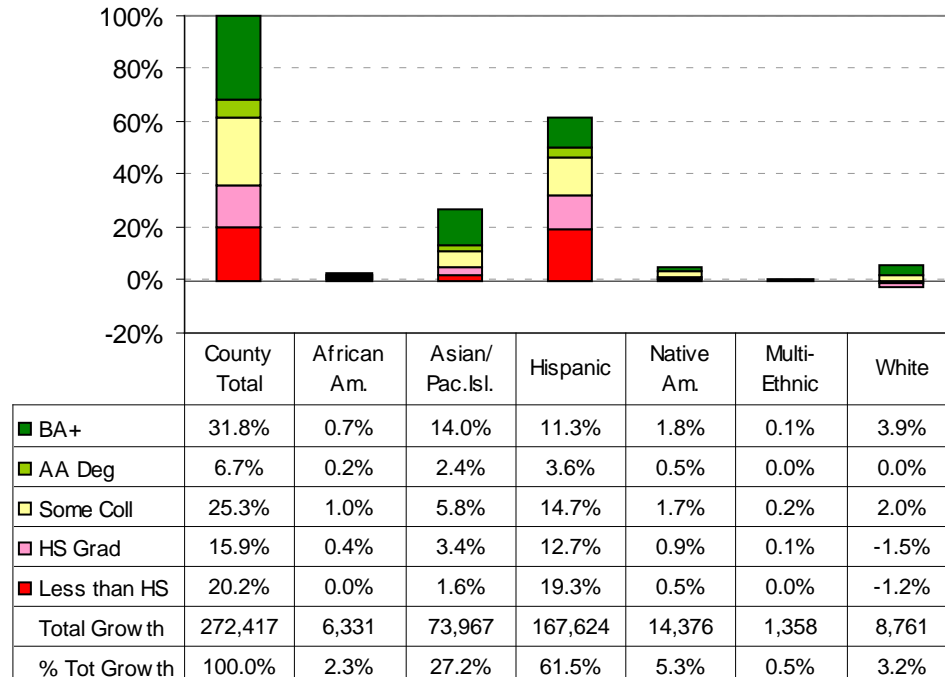


Source: Economic Modeling Specialists Inc (EMSI)

- EMSI forecasts that the county's 25+ population will grow by over 272,000 (14.2%) in the next 10 years.
- Next, we will explore where that 272,417 in population growth came from...

Where the 272,417 in Age 25+ Population Growth Came from...

2009-2019 Growth in Educational Attainment Counts of Those Aged 25+ in San Diego County



Source: Economic Modeling Specialists Inc (EMSI)

- 32% of the growth was attributable to those attaining a Bachelor's or higher;
- The lion's share of that BA+ growth was attributable to Asians (14%) and Hispanics (11.3%);
- At the other end of the education scale, those with Less Than High School accounted for 20.2% of growth;
- Almost all of that Less Than HS growth was attributable to Hispanics (19.3%);
- As a group, Hispanics accounted for slightly under two-thirds (61.5%) of the 272,000 Age 25+ growth.

What We've Learned So Far...



Pop Growth

- The District's Aged 18+ population will grow by 59,318 (10.9%) between 2009 and 2019.
- Almost half of that growth (28,348 or 47.8%) comes from the 65+ age group – the District grows greyer.
- The Aged 18-20 population will grow by only 780 (1.3%).
- 18-20 African Americans and Whites will decline between now and 2019 (by 0.3% and 3.8% respectively).
- 18-20 Hispanic growth (2,574 or 4.3%) balances out the 4.1% decline in African Americans and Whites.
- As a group, Hispanics accounted for 45,245 (76.3%) of District population growth.



Pop Group WSCH

- 18-20's represent only 5.9% of District Pop but generated almost half (47.9%) of 08-09 **Credit** WSCH.
- That is to say, 18-20 Credit WSCH "share" was **8.14** times greater than their population share (47.9 / 5.9).
- For 18-20 aged Hispanics, their **Credit** WSCH share was **7.20** greater than their Pop share (15.2 / 2.1).
- That **7.20** multiple for 18-20 age Hispanics falls short of the overall **8.14** multiple for the 18-20 age group.
- Aside from Multi-Ethnics, 18-20 Hispanics also have the lowest Pop participation rate for that age (180/K).
- (As shown in the prior section, future 18-20 population growth comes almost exclusively from Hispanics.)



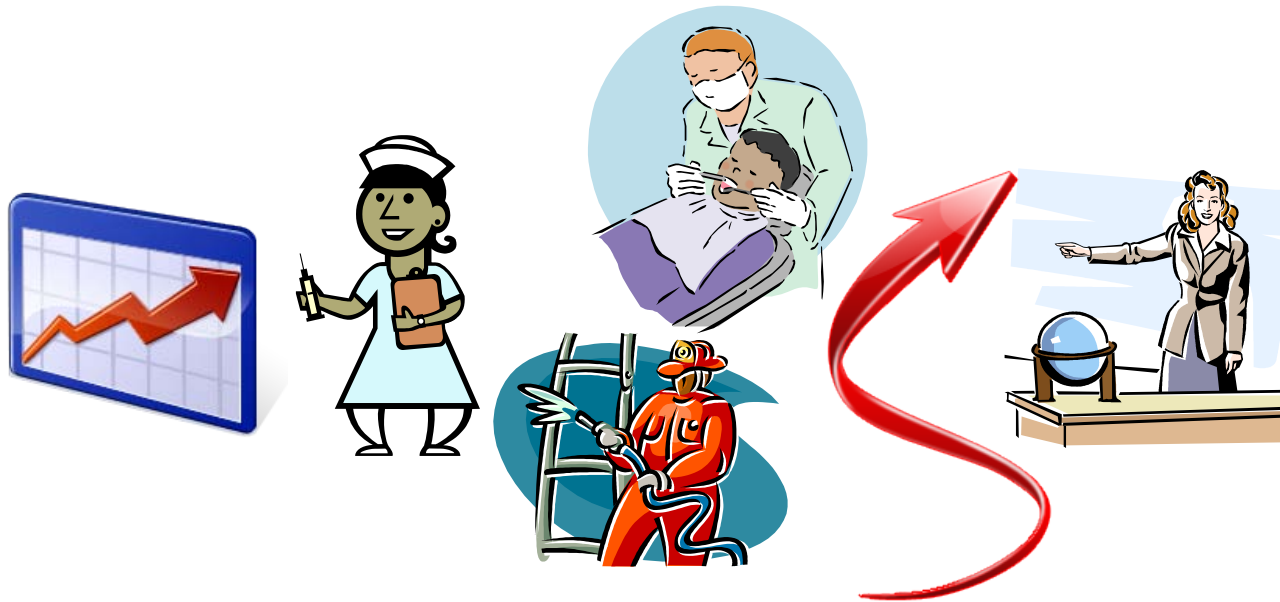
Pop Ed Level

- Per Census 2000:
 - over one-third (36.4%) of the District's Aged 25+ population had an AA/AS or higher;
 - over one-quarter (26.6%) had at least "some" college;
 - one-fifth (20.1%) had graduated from high school;
 - one of every six (16.8%) had less than a high school education.
- The South Planning Area stands out as having 50.8% AA/AS or higher versus 30.4% in the other Areas.
- EMSI forecasts growth of 272,000 (14.2%) for San Diego County's 25+ Pop between 2009 & 2019.
- 32% of that growth was attributable to those attaining a Bachelor's or higher.
- The lion's share of that BA+ growth was attributable to Asians (14%) and Hispanics (11.3%).
- Those with less than high school accounted for **20.2%** of growth – of which **19.3%** was Hispanic.
- As a group, Hispanics accounted for slightly under two-thirds (61.5%) of the 272,000 Age 25+ growth.

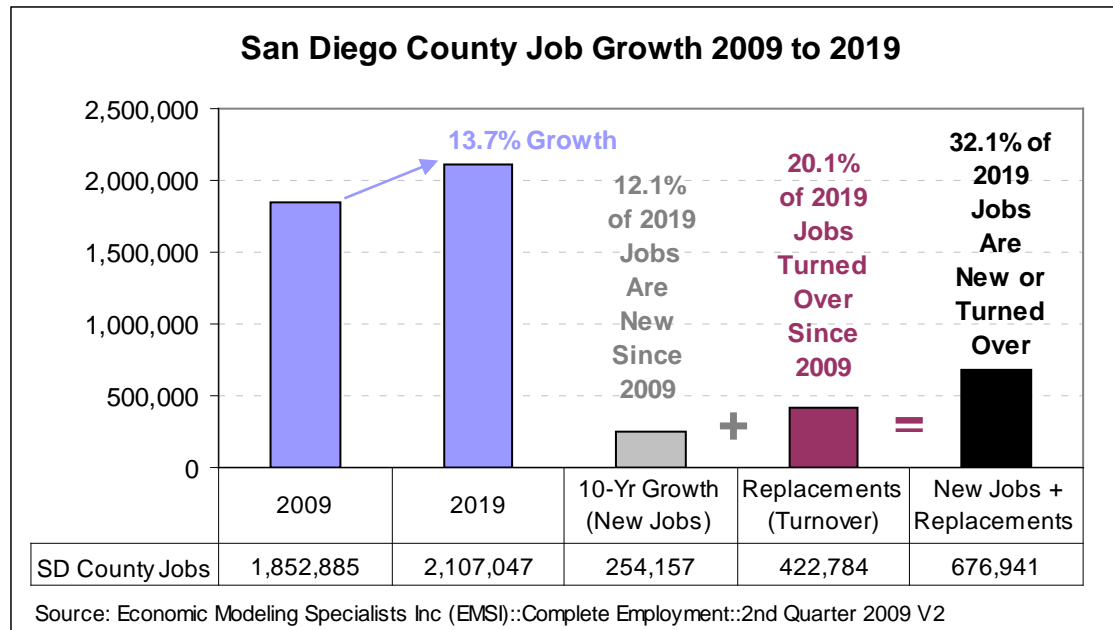


Job Growth

Job Growth



County Job Growth 2009 to 2019



- EMSI forecasts that New (254K) plus Replacement (423K) jobs will grow to 677,000 by the year 2019 ;
- That 10-year growth number translates into 67,700 annual job openings (677,000 / 10).

Viewing the Job Market as a Collection of “Occupations” Rather Than “Industries”

- EMSI segments the job market into "occupations" based on the federal government's Standard Occupational Classification (SOC) coding scheme.
- Two examples of SOC codes and their descriptions appear below:

<u>SOC Code</u>	<u>Description</u>
29-1111	Registered nurses
51-8031	Water and liquid waste treatment plant and system operators
- EMSI shows the San Diego job market as comprised of a total of **743** SOC classifications.
- In addition to "New" and "Replacement" jobs for each of those SOC's, EMSI also shows 2009 Median Hourly Earnings.
- IR&P used the job growth data to classify each SOC into one of four growth-based groups:
 - the bottom 25% in terms of New+Replacement job growth;
 - the lower middle 25% in terms of New+Replacement job growth;
 - the upper middle 25% in terms of New+Replacement job growth;
 - the top 25% in terms of New+Replacement job growth.
- Likewise, the 2009 Median Hourly Earnings data was used to classify each SOC into one of four earnings-based groups:
 - the bottom 25% in terms of 2009 Median Hourly Earnings;
 - the lower middle 25% in terms of 2009 Median Hourly Earnings;
 - the upper middle 25% in terms of 2009 Median Hourly Earnings;
 - the top 25% in terms of 2009 Median Hourly Earnings.
- The results of applying those two grouping schemes to the **743** San Diego County SOC's appear in the next slide,,,



Occupations Grouped by Job Growth & Earnings

- By construction, roughly 25% of the **743** SOC's appear in each Growth & each Earnings group.

"New+Repl." Job Growth Quartile	2009 Median Hrly Earning Quartile 2009 Earnings 52 Wks @ 40 Hrs Quartile				Grand Totals
	Q1 <=\$13.03	Q2 \$13.04-\$18.35	Q3 \$18.36-\$25.92	Q4 >=\$25.93	
	Q1 <=\$27K	Q2 \$27K-\$38K	Q3 \$38K-\$54K	Q4 >\$54K	
Q1 <=69	36	54	58	38	186
Q2 70-230	43	48	47	47	185
Q3 231-692	48	51	46	41	186
Q4 >=694	59	32	35	60	186
Total SOC's	186	185	186	186	743



- Over **250,000** of the 677,000 New+Replacement Jobs are **Highest** Growth / **Lowest** Earnings.

"New+Repl." Job Growth	2009 Earnings 52 Wks @ 40 Hrs Quartile				Grand Totals
	Q1 <=\$27K	Q2 \$27K-\$38K	Q3 \$38K-\$54K	Q4 >\$54K	
Q1 <=69	-1,016	1,514	1,494	1,336	3,329
Q2 70-230	5,498	6,309	6,333	6,610	24,750
Q3 231-692	20,731	21,760	19,111	17,432	79,033
Q4 >=694	256,969	86,770	95,393	130,697	569,829
Total Jobs	282,182	116,352	122,332	156,075	676,941

- Almost one of every five (**19.3%**) of the 677,000 Jobs are **Highest** Growth / **Highest** Earnings.

Job Growth Quartile	2009 Earnings 52 Wks @ 40 Hrs Quartile				Grand Totals
	Q1 <=\$27K	Q2 \$27K-\$38K	Q3 \$38K-\$54K	Q4 >\$54K	
Q1 <=69	-0.2%	0.2%	0.2%	0.2%	0.5%
Q2 70-230	0.8%	0.9%	0.9%	1.0%	3.7%
Q3 231-692	3.1%	3.2%	2.8%	2.6%	11.7%
Q4 >=694	38.0%	12.8%	14.1%	19.3%	84.2%
%Total Jobs	41.7%	17.2%	18.1%	23.1%	100.0%

Occupations by Education Level Required

- EMSI also shows the Education Level required for employment in each SOC.

- IR&P grouped those education levels into three clusters:

Cluster	Description	Education Level
BA+	Bachelor's	Doctoral degree
BA+	Degree or	Master's degree
BA+	Higher	First professional degree
BA+		Degree plus work experience
BA+		Bachelor's degree
CC	Community	Associate's degree
CC	College	Postsecondary vocational award
OJT	On-the-Job	Long-term on-the-job training
OJT	Training	Moderate-term on-the-job training
OJT		Short-term on-the-job training
OJT		Work experience in a related field
OJT		N/A (Military SOC's)

- Of the 131,000 **Highest** Growth / **Highest** Earnings jobs:
 - **96,000** require a BA or higher;
 - **15,000** require a Community College award;
 - **20,000** require On-the-Job Training.



- **169,000** (25%) of the 677,000 New+Replacement jobs require a Bachelor's or higher.

2009 Median Hrly Earning Quartile 2009 Earnings 52 Wks @ 40 Hrs Quartile					
Job Growth Quartile	Q1 <=\$13.03 Q1 <=\$27K	Q2 \$13.04-\$18.35 Q2 \$27K-\$38K	Q3 \$18.36-\$25.92 Q3 \$38K-\$54K	Q4 >=\$25.93 Q4 >\$54K	Grand Totals
Q1 <=69	16	90	341	611	1,057
Q2 70-230	279	517	1,357	4,514	6,667
Q3 231-692	1,613	6,813	5,295	13,865	27,586
Q4 >=694	13,341	3,427	21,034	95,868	133,670
BA+ Jobs	15,250	10,846	28,026	114,859	168,980

- **72,000** (11%) of the 677,000 New+Replacement jobs require a Community College award.

2009 Median Hrly Earning Quartile 2009 Earnings 52 Wks @ 40 Hrs Quartile					
Job Growth Quartile	Q1 <=\$13.03 Q1 <=\$27K	Q2 \$13.04-\$18.35 Q2 \$27K-\$38K	Q3 \$18.36-\$25.92 Q3 \$38K-\$54K	Q4 >=\$25.93 Q4 >\$54K	Grand Totals
Q1 <=69	-798	55	157	151	-436
Q2 70-230	0	1,103	1,595	1,040	3,738
Q3 231-692	1,182	2,463	4,803	1,686	10,133
Q4 >=694	26,455	7,341	9,479	14,984	58,259
CC Jobs	26,838	10,962	16,034	17,860	71,695

- **436,000** (64%) of the 677,000 New+Replacement jobs require On-the-Job Training.

2009 Median Hrly Earning Quartile 2009 Earnings 52 Wks @ 40 Hrs Quartile					
"New+Repl." Job Growth	Q1 <=\$13.03 Q1 <=\$27K	Q2 \$13.04-\$18.35 Q2 \$27K-\$38K	Q3 \$18.36-\$25.92 Q3 \$38K-\$54K	Q4 >=\$25.93 Q4 >\$54K	Grand Totals
Q1 <=69	-234	1,370	997	574	2,708
Q2 70-230	5,219	4,689	3,381	1,056	14,345
Q3 231-692	17,936	12,484	9,014	1,880	41,313
Q4 >=694	217,173	76,002	64,879	19,845	377,900
OJT Jobs	240,094	94,544	78,271	23,356	436,266

Segmentation Tool Summary

In summary, we now have the tools necessary to segment (slice & dice) the **743 San Diego County SOC Occupations** by any or all of the following:

- **2009 Median Hourly Earnings**

- | | | |
|--------------------------------|-----------------------|-------------------------------|
| - the <u>bottom</u> 25%; | Q1 <=\$13.03 (per hr) | Q1 <=\$27K (annual full-time) |
| - the <u>lower middle</u> 25%; | Q2 \$13.04-\$18.35 | Q2 \$27K-\$38K |
| - the <u>upper middle</u> 25%; | Q3 \$18.36-\$25.92 | Q3 \$38K-\$54K |
| - the <u>top</u> 25%. | Q4 >=\$25.93 | Q4 >\$54K |

- **New+Replacement job growth**

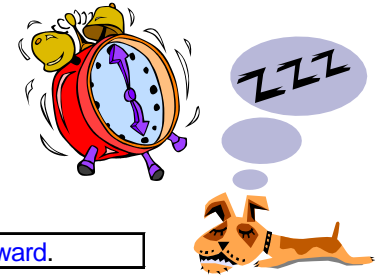
- | | |
|--------------------------------|------------|
| - the <u>bottom</u> 25%; | Q1 <=69 |
| - the <u>lower middle</u> 25%; | Q2 70-230 |
| - the <u>upper middle</u> 25%; | Q3 231-692 |
| - the <u>top</u> 25%. | Q4 >=694 |

- **Education Level Required**

- BA+ (Bachelor's Degree or Higher)
- CC (Community College)
- OJT (On-the-Job Training)



Highest Growth & Earnings Occupations Requiring a Community College Award



Highest Growth, Highest Earnings Occupations that require a Community College Award.

Total San Diego County Jobs: 1,852,885 2,107,047 254,157 676,941
 Total for Selected Jobs: 36,433 44,874 8,442 14,984
 Pct of Jobs Selected: 1.97% 2.13% 3.32% 2.21%

SOC Code	SOC Description	2009 Jobs	2019 Jobs	Change	New & Rep. Jobs	Median '09 Hrly Earnings
1. 29-1111	Registered nurses	24,962	30,854	5,892	10,013	\$36.94
2. 15-1099	Computer specialists, all other	4,940	5,946	1,006	2,316	\$35.31
3. 23-2011	Paralegals and legal assistants	2,464	3,218	754	1,078	\$26.71
4. 29-2021	Dental hygienists	1,436	1,974	538	812	\$41.95
5. 17-3023	Electrical and electronic engineering technicians	2,630	2,882	252	765	\$26.07

SOCs in **bold green** "appear" to the analyst's untrained eye to be ones for which Palomar DEFINITELY has curriculum.
 SOC in **bold red italic** "appear" to the analyst's untrained eye to be ones for which Palomar has NO curriculum.

Highest Growth & Earnings Occupations Requiring On-The-Job Training

Highest Growth, Highest Earnings Occupations that require On-The-Job Training.

Total San Diego County Jobs: 1,852,885 2,107,047 254,157 676,941

Total for Selected Jobs: 61,356 67,996 6,641 19,845

Pct of Jobs Selected: 3.31% 3.23% 2.61% 2.93%

SOC Code	SOC Description	2009 Jobs	2019 Jobs	Change	New & Rep. Jobs	Median '09 Hrly Earnings
1. 41-4012	Sales representatives, w wholesale and manufacturing, except technical and scientific products	10,711	11,689	978	3,342	\$26.79
2. 41-4011	Sales representatives, w wholesale and manufacturing, technical and scientific products	6,104	6,788	684	2,031	\$31.85
3. 47-1011	First-line supervisors/managers of construction trades and extraction w orkers	8,644	9,209	565	1,772	\$30.84
4. 33-3051	Police and sheriff's patrol officers	3,623	4,360	737	1,706	\$35.85
5. 49-2022	Telecommunications equipment installers and repairers, except line installers	2,476	3,116	640	1,250	\$27.62
6. 33-3021	Detectives and criminal investigators	2,597	3,255	658	1,227	\$30.08
7. 51-1011	First-line supervisors/managers of production and operating w orkers	4,671	4,849	178	1,185	\$26.76
8. 49-1011	First-line supervisors/managers of mechanics, installers, and repairers	3,548	3,869	321	1,153	\$29.33
9. 13-1031	Claims adjusters, examiners, and investigators	3,012	3,365	353	1,120	\$25.93
10. 33-2011	Fire fighters	1,870	2,252	382	1,063	\$26.11
11. 13-1023	Purchasing agents, except w wholesale, retail, and farm products	3,602	3,781	179	949	\$27.54
12. 47-2073	Operating engineers and other construction equipment operators	2,752	3,091	339	872	\$28.76
13. 13-1041	Compliance officers, except agriculture, construction, health and safety, and transportation	3,928	4,225	297	755	\$26.89
14. 11-3051	Industrial production managers	1,550	1,640	90	716	\$40.61
15. 13-1051	Cost estimators	2,267	2,507	240	704	\$30.95

SOCs in **bold green** "appear" to the analyst's untrained eye to be ones for which Palomar DEFINITELY has curriculum.

Highest Growth & Earnings Occupations Requiring a Bachelor's or Higher

Top 20 (of 40) **Highest** Growth, **Highest** Earnings Occupations that require a **Bachelor's Degree or Higher**.

Total San Diego County Jobs: 1,852,885 2,107,047 254,157 676,941

Total for Selected Jobs: 191,470 228,781 37,312 75,901

Pct of Jobs Selected: 10.33% 10.86% 14.68% 11.21%

SOC Code	SOC Description	2009 Jobs	2019 Jobs	Change	New & Rep. Jobs	Median '09 Hrly Earnings
1. 25-1099	Postsecondary teachers	20,433	26,675	6,242	9,659	\$41.54
2. 25-2021	Elementary school teachers, except special education	14,086	17,120	3,034	6,109	\$39.97
3. 11-1021	General and operations managers	21,583	22,410	827	6,031	\$46.50
4. 13-1199	Business operation specialists, all other	16,559	20,419	3,860	5,633	\$29.77
5. 25-2031	Secondary school teachers, except special and vocational education	12,123	13,722	1,599	5,209	\$41.05
6. 11-1011	Chief executives	11,985	13,843	1,858	5,135	\$36.21
7. 15-1031	Computer software engineers, applications	7,472	10,904	3,432	4,521	\$38.97
8. 13-1111	Management analysts	14,499	16,491	1,992	4,467	\$27.71
9. 23-1011	Lawyers	11,420	12,941	1,521	3,687	\$40.45
10. 19-1042	Medical scientists, except epidemiologists	4,988	6,541	1,553	3,098	\$36.84
11. 15-1051	Computer systems analysts	4,885	6,417	1,532	2,828	\$33.21
12. 29-1069	Physicians and surgeons	8,740	9,955	1,215	2,791	\$71.78
13. 25-2022	Middle school teachers, except special and vocational education	6,593	7,888	1,295	2,735	\$39.91
14. 15-1032	Computer software engineers, systems software	5,267	6,862	1,595	2,363	\$41.17
15. 11-3031	Financial managers	7,902	9,106	1,204	2,354	\$42.01
16. 15-1081	Network systems and data communications analysts	3,477	5,008	1,531	2,239	\$28.79
17. 11-2022	Sales managers	5,814	6,601	787	2,079	\$43.36
18. 15-1071	Network and computer systems administrators	3,680	4,774	1,094	1,934	\$32.38
19. 17-2072	Electronics engineers, except computer	4,457	4,950	493	1,528	\$44.44
20. 11-9021	Construction managers	5,507	6,155	648	1,501	\$29.91

SOCs in **bold green** "appear" to the analyst's untrained eye to be ones for which Palomar DEFINITELY has curriculum.

Highest Growth & Earnings Occupations Requiring a Bachelor's or Higher (Continued)

Bottom 20 (of 40) [Highest](#) Growth, [Highest](#) Earnings Occupations that require a [Bachelor's Degree or Higher](#).

Total San Diego County Jobs: 1,852,885 2,107,047 254,157 676,941

Total for Selected Jobs: 55,916 65,022 9,111 19,968

Pct of Jobs Selected: 3.02% 3.09% 3.58% 2.95%

SOC Code	SOC Description	2009 Jobs	2019 Jobs	Change	New & Rep. Jobs	Median '09 Hrly Earnings
1. 13-2051	Financial analysts	4,082	5,247	1,165	1,398	\$26.55
2. 17-2051	Civil engineers	4,193	4,406	213	1,318	\$34.48
3. 11-3021	Computer and information systems managers	3,488	4,158	670	1,234	\$48.85
4. 11-2021	Marketing managers	3,149	3,643	494	1,194	\$45.16
5. 15-1021	Computer programmers	4,299	4,381	82	1,158	\$31.84
6. 11-9041	Engineering managers	3,920	4,256	336	1,130	\$59.43
7. 17-2112	Industrial engineers	1,893	2,498	605	1,061	\$36.35
8. 29-1051	Pharmacists	2,238	2,875	637	1,025	\$57.71
9. 11-9032	Education administrators, elementary and secondary school	2,263	2,635	372	1,003	\$59.90
10. 17-2199	Engineers, all other	4,109	4,580	471	955	\$42.08
11. 11-9111	Medical and health services managers	2,717	3,162	445	953	\$38.48
12. 19-2031	Chemists	1,842	2,304	462	949	\$41.93
13. 25-9031	Instructional coordinators	2,250	2,844	594	902	\$35.18
14. 19-3031	Clinical, counseling, and school psychologists	2,492	2,978	486	868	\$28.38
15. 11-3011	Administrative services managers	2,100	2,391	291	846	\$37.02
16. 17-2141	Mechanical engineers	2,896	3,100	204	832	\$37.01
17. 19-3021	Market research analysts	3,138	3,751	613	825	\$26.66
18. 19-2041	Environmental scientists and specialists, including health	1,609	2,002	393	809	\$29.83
19. 17-2061	Computer hardware engineers	1,759	2,007	248	789	\$38.64
20. 15-1011	Computer and information scientists, research	1,476	1,806	330	721	\$36.28

SOCs in **bold green** "appear" to the analyst's untrained eye to be ones for which Palomar DEFINITELY has curriculum.

New Curriculum/Program Opportunities?

	2009 Median Hrly Earning Quartile 2009 Earnings 52 Wks @ 40 Hrs Quartile				
"New+Repl." Job Growth	Q1 <=\$13.03 Q1 <=\$27K	Q2 \$13.04-\$18.35 Q2 \$27K-\$38K	Q3 \$18.36-\$25.92 Q3 \$38K-\$54K	Q4 >=\$25.93 Q4 >\$54K	Grand Totals
Q1 <=69	36	54	58	38	186
Q2 70-230	43	48	47	47	185
Q3 231-692	48	51	46	41	186
Q4 >=694	59	32	35	60	186
Total SOCs	186	185	186	186	743

Job Growth Quartile	2009 Earnings 52 Wks @ 40 Hrs Quartile				Grand Totals
	Q1 <=\$27K	Q2 \$27K-\$38K	Q3 \$38K-\$54K	Q4 >\$54K	
Q1 <=69	-1,016	1,514	1,494	1,336	3,329
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Q4 >=694	256,969	86,770	95,393	130,697	569,829
Total Jobs	282,182	116,352	122,332	156,075	676,941

- The prior four slides overviewed the **60** highest growth, highest earnings occupations in the county.
 - Taken together, they account for **130,697** (19.3%) of all New+Replacement openings.
 - Each occupation has a minimum of 69 annual openings.
 - Each occupation currently has median hourly earnings of at least \$25.93 (\$54K full-time).
- To the untrained analyst's eye, Palomar offers curriculum/programs that feed workers into about a dozen (20%) of those **60** high growth, high earnings occupations.
- Going forward, it might be productive to have those with more curriculum expertise review these occupations with an eye toward identifying curriculum "gaps" that might represent opportunities for the creation of new programs to prepare workers for high growth, high earnings careers.
- Occupations in other growth/earnings tiers (highlighted above) might warrant similar scrutiny.

What We've Learned So Far...



Pop Growth

- The District's Aged 18+ population will grow by 59,318 (10.9%) between 2009 and 2019.
- Almost half of that growth (28,348 or 47.8%) comes from the 65+ age group – the District grows greyer.
- The Aged 18-20 population will grow by only 780 (1.3%).
- 18-20 African Americans and Whites will decline between now and 2019 (by 0.3% and 3.8% respectively).
- 18-20 Hispanic growth (2,574 or 4.3%) balances out the 4.1% decline in African Americans and Whites.
- As a group, Hispanics accounted for 45,245 (76.3%) of District population growth.



Pop Group WSCH

- 18-20's represent only 5.9% of District Pop but generated almost half (47.9%) of 08-09 **Credit** WSCH.
- That is to say, 18-20 Credit WSCH "share" was **8.14** times greater than their population share ($47.9 / 5.9$).
- For 18-20 aged Hispanics, their **Credit** WSCH share was **7.20** greater than their Pop share ($15.2 / 2.1$).
- That **7.20** multiple for 18-20 age Hispanics falls short of the overall **8.14** multiple for the 18-20 age group.
- Aside from Multi-Ethnics, 18-20 Hispanics also have the lowest Pop participation rate for that age (180/K).
- (As shown in the prior section, future 18-20 population growth comes almost exclusively from Hispanics.)



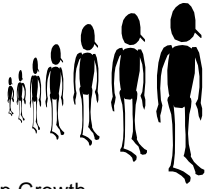
Pop Ed Level

- Per Census 2000:
 - over one-third (36.4%) of the District's Aged 25+ population had an AA/AS or higher;
 - over one-quarter (26.6%) had at least "some" college;
 - one-fifth (20.1%) had graduated from high school;
 - one of every six (16.8%) had less than a high school education.
- The South Planning Area stands out as having 50.8% AA/AS or higher versus 30.4% in the other Areas.
- EMSI forecasts growth of 272,000 (14.2%) for San Diego County's 25+ Pop between 2009 & 2019.
- 32% of that growth was attributable to those attaining a Bachelor's or higher.
- The lion's share of that BA+ growth was attributable to Asians (14%) and Hispanics (11.3%).
- Those with less than high school accounted for **20.2%** of growth – of which **19.3%** was Hispanic.
- As a group, Hispanics accounted for slightly under two-thirds (61.5%) of the 272,000 Age 25+ growth.



Job Growth

- San Diego county New (254K) plus Replacement (423K) jobs will grow to 677,000 by the year 2019 .
- That 10-year growth number translates into 67,700 annual job openings ($677,000 / 10$).
- EMSI segments the job market into "occupations". They show 743 distinct occupations in the county.
- The 60 highest growth, highest earnings occupations in the county accounted for 19.5% of job growth.
- Of those 131,000 HighGrow/HighEarn jobs, 73% required a BA or higher, 12% a CC award & 15% OJT.
- To the untrained analyst's eye, it appears that Palomar offers programs that feed workers to 12 of the 60.
- It might be productive for curriculum experts to review those 60 (and other above-average growth/earnings occupations) with an eye toward identifying opportunities for new programs to prepare workers for those jobs.



Pop Growth



Pop Group WSCH

Thank You



Pop Ed Level



Job Growth