

Memorandum

To: Linda Kropp, Business Instructor, Modesto Junior College

Cc: Jenni Abbott, Dean of Institutional Effectiveness and Strong Workforce Program, and Nancy Sill, Dean of Business and Behavior Health

From: Nora Seronello, Director, Center of Excellence (COE), Central Valley/Mother Lode Region

Date: September 18, 2019

Re: Program endorsement request for Entrepreneurship Certificate of Achievement

Background

Modesto Junior College requested a program endorsement for an entrepreneurship certificate for Career Education students who are interested in starting their own business. The college is working with Opportunity Stanislaus, MIT and local partners who are all in support of this initiative.

Self-employment and entrepreneurship labor market information is sparse and frequently the available data does not comply with guidelines by the Chancellor's Office for determining accurate workforce demand. Therefore, the Central Valley/Mother Lode (CVML) Center of Excellence opted to employ a data analysis model adapted by the North/Far North Region for establishing demand.

One of the difficulties with analysis is the broad array of industries that entrepreneurship students can enter. As noted in a North/Far North report:

“Students who are considering entrepreneurship may pursue work in a variety of industries...”

This observation has been incorporated into the approach of Modesto Junior College and its partners, and has been noted in follow up conversations and emails related to this request. As a result, Stanislaus County demand data is provided for management positions that are related to entrepreneurship in that management training aligns with entrepreneurship occupational knowledge, skills and abilities (KSAs).

Additional occupational data is provided regarding the most in-demand and/or well-paid occupations listed for self-employed persons in Stanislaus County.

More information can be obtained from the BIW (2) and CVML GIG economy studies conducted by the Centers of Excellence. The latter will be included in the appendices of this program recommendation. The BIW (2) study contains input from employers regarding sought-after KSAs while the GIG Economy study contains input from self-employed workers. Together these reports provide a unique lens into what skills and training managers need to be successful as employees or business owners. It is recommended that Business faculty members working on this project at Modesto Junior College take the opportunity to review these reports and incorporate this information into their curriculum development process.

Findings

- Analysis of Infogroup business data reveals that 74% of business establishments in Stanislaus County and 75% of business establishments in the CVML region employ fewer than 10 workers.
- Nearly 8% of workers in Stanislaus County are self-employed. Across the 15-county CVML region, the percentage of self-employed workers is slightly lower at roughly 7%.

- The top 10 middle-skill occupations with the highest percentage of self-employed workers that report a fiscally acceptable median hourly wage in Stanislaus County are:
 - Farmers, ranchers and other agricultural managers - \$15.95
 - Heavy and tractor-trailer truck drivers - \$18.12
 - Managers (all other) - \$20.60
 - Carpenters - \$16.19
 - Real estate sales agents - \$26.14
 - Construction managers - \$19.73
 - First-line supervisors of non-retail sales workers - \$17.81
 - First-line supervisors of construction trades and extraction workers - \$18.69
 - Property, real estate and community association managers - \$26.80
 - Real estate brokers - \$33.28¹

- In Stanislaus County there are 946 projected annual openings distributed across the 35 manager occupations with 229 annual openings for general and operations managers, alone.²

- Analysis shows that no awards (degrees or certificates) in 0506-40 Small Business and Entrepreneurship have been conferred by Modesto Junior College. On average, each year, there have only been three awards conferred in the CVML region.³

Findings

- Based on the prevalence of self-employed individuals and small businesses in Stanislaus County and across the region, coupled with the low number of Small Business and Entrepreneurship awards being conferred, it is recommended that Modesto Junior College and its partners work with the region's small business and entrepreneurship director, the college's advisory board and local industry in the development of a small business and entrepreneurship certificate program.

¹ Infogroup, 2019, accessed September 17, 2017.

² EMSI, 2019.3.

³ California Community Colleges Chancellor's Office Management Information Systems Data Mart.