

Bridging Education and Industry: Using Geospatial Tools to Engage Next Generation Workers

CWA
california workforce association

Clarity
THROUGH ACTION

Currently Employed 8,118,525	Total Job Postings 456,855
Median Earnings \$58,970.068	Annual Openings 1,087,688

Employment Growth (2009-2020)

Income Distribution (USD)

LABOR MARKET INFORMATION (LMI)

POWERED BY



ORANGE COUNTY REGIONAL CONSORTIUM
WORKFORCE DEVELOPMENT ALLIANCE

C.J. Bishop, Ph.D
Sr. Research Analyst
Coast District
cbishop18@ccd.edu

Stephanie Feger
Program Director
Coast District
sfeger@ccd.edu



AGENDA

June 1, 2023

Bridging Education and Industry: Using Geospatial Tools to Engage Next Generation Workers

Session overview: Building a regional workforce system that connects community colleges and workforce partners requires actionable labor market data, mapping and visualization capabilities. Learn how geospatial approaches including an employer mapping tool and a job analytics dashboard can be used to make labor market information more transparent and impactful.

- Welcome & agenda
 - Who is the next generation workforce?
 - Mapping Orange County populations & regional in demand skill sets
 - Engaging employers and next generation workers
 - Discussion - Where is your starting point?
-

Orange County's Workforce

- **Population 16 and over: 2,573,809**
- **In Labor Force: 1,682,674 (65.4%)**
- **Median Earnings for Workers: \$46,386**
- **Median Household Income: \$135,497**
- **Individual Livable Wage Orange County: \$49,219**
- **Unemployment Rate: 3.0% (April 2023)**
- **Total Employer Establishments: 103,811**



Orange County Industries

INDUSTRY	Employed	Percentage
Educational services, and health care and social assistance	329,280	21.20%
Professional, scientific, & management, administrative & waste management services	233,444	15.00%
Manufacturing	188,192	12.10%
Retail trade	153,541	9.90%
Arts, entertainment, and recreation, and accommodation and food services	143,689	9.20%
Finance and insurance, and real estate and rental and leasing	130,310	8.40%
Construction	88,970	5.70%
Other services, except public administration	74,040	4.80%
Transportation and warehousing, and utilities	66,909	4.30%
Wholesale trade	52,375	3.40%
Public administration	50,421	3.20%
Information	30,844	2.00%
Agriculture, forestry, fishing and hunting, and mining	11,406	0.70%

6 industry sectors account for 75.80% of employment

Generation Z

- **Born 1997-2012 / Ages: 11 – 24 / Working Ages 16 - 24**
- **Working Population in Labor Force: 194,912 (11.6%)**
- **Who Are They**
 - **Tech Savvy**
 - **Focused on Mobility + Multi-Tasking**
 - **Independent**
 - **Practical/Cautious**
 - **Short Attention/Hyper Focused**
 - **Corporate/Social Responsibility**



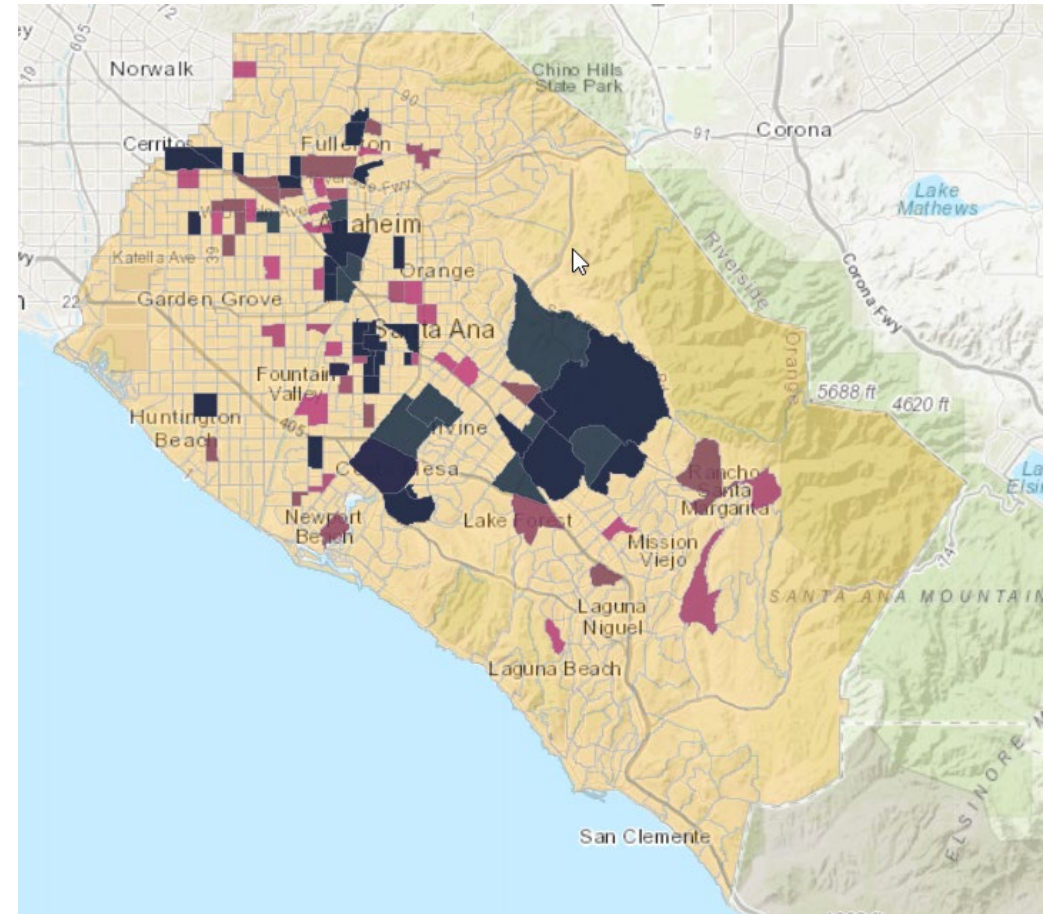
Adult Learner & Reskillers

- **Born 1967-1996 / Ages: 25 - 54 / Working Ages 25 - 54**
- **Working Population in Labor Force: 1,297,183 (77.1%)**
- **Who Are They**
 - **More experienced**
 - **Autonomous**
 - **Purposeful and motivated**
 - **Goal and result oriented**
 - **Appreciate community**
 - **Responsible for their own mastery**
 - **Slower learning but more integrative knowledge**
 - **Less open minded**



Where Are Our Employees and Where Will They Be

- **Generation Z (2022 vs. 2027)**
- **Adult Learners & Reskillers (2022 vs. 2027)**
- **Household Income /Living Wage: \$106,391 (2022 vs. 2027)**
- **Net 189,7179 Commuting Into County to Work**
 - 531,234 residents commute to other counties
 - 720,413 commute into OC from other counties to work



Center of Excellence: Priority Sectors

Informed by the Centers of Excellence Orange County Sector Analysis Project, 8 priority sectors and employment within the associated industries were mapped across Orange County at the census and city level. Utilizing Lightcast data, key employment data is used to identify job characteristics within these priority sectors

- **Advanced Manufacturing**
- **Advanced Transportation and Logistics**
- **Business and Entrepreneurship**
- **Energy, Construction, and Utilities**
- **Health**
- **Information & Communications Technology (ICT) and Digital Media**
- **Life Sciences and Biotechnology**
- **Retail, Hospitality, and Tourism**

Employer Engagement Tool

Job Seeker Data Explorer

Sector and Occupations Skills

Begin with the filter below by selecting the **priority industry sector** and **geographic unit (county, state, or MSA)**.

Orange County Los Angeles - Long Beach - Anaheim California

Search

Priority Industry Sector	Currently Employed	Total Job Postings
Advanced Manufacturing	8,118,525	456,855
Advanced Transportation and Logistics		
Business and Entrepreneurship	Median Earnings \$58,970.068	Annual Openings 1,087,688
Energy, Construction, and Utilities		
Health		
ICT and Digital Media		
Life Sciences and Biotechnology		
Retail, Hospitality, and Tourism		

At-a-Glance: Advanced Manufacturing Sector

What kinds of occupations does this sector offer?
Sorted from most to least unique job postings.

Registered Nurses
There are currently 18,148 unique postings for this type of job.

Customer Service Representatives
There are currently 15,132 unique postings for this type of job.

First-Line Supervisors of Retail Sales Workers
There are currently 15,055 unique postings for this type of job.

Computer Occupations, All Other
There are currently 10,640 unique postings for this type of job.

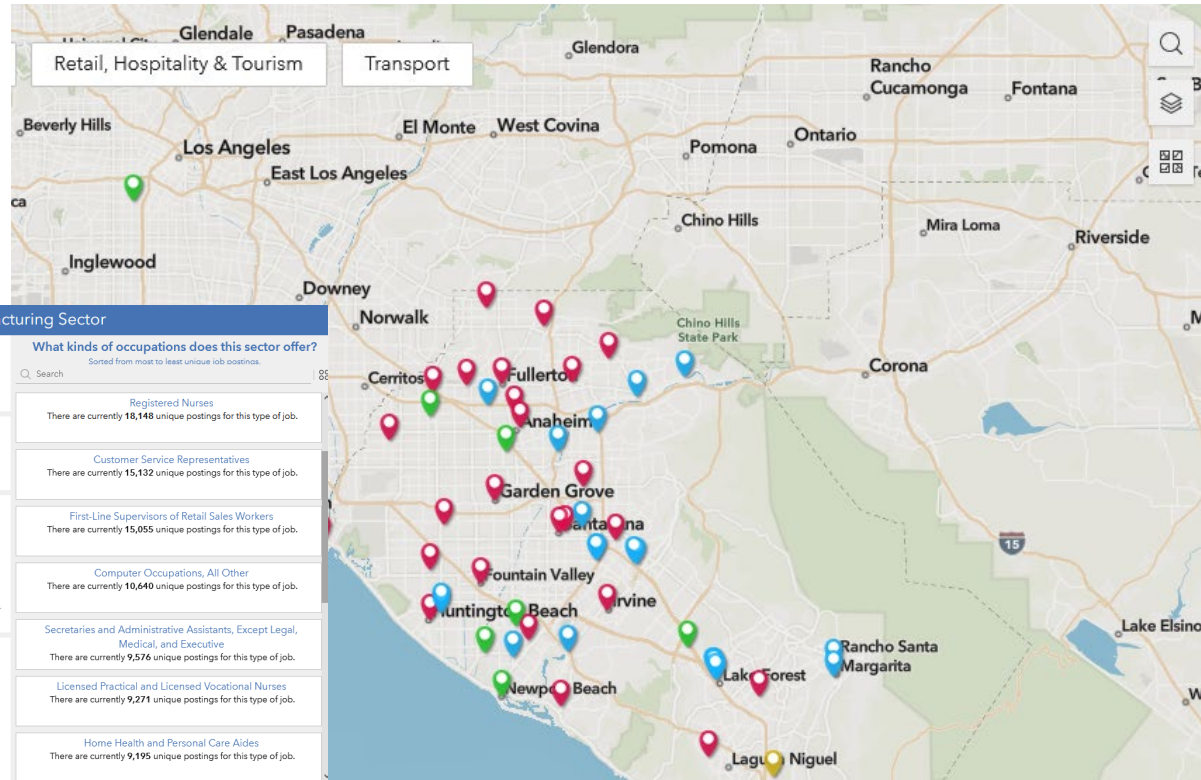
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
There are currently 9,576 unique postings for this type of job.

Licensed Practical and Licensed Vocational Nurses
There are currently 9,271 unique postings for this type of job.

Home Health and Personal Care Aides
There are currently 9,195 unique postings for this type of job.

Employment Growth

Income Distribution (USD)



Total Self-Reported Employers

Within this map extent

60

A-Z

Amerit Fleet Solutions

Atcheson's Express

Capistrano Volkswagen

City of Aliso Viejo

Scenarios | Gen Z

As part of your agency's Youth Initiative you are facilitating workshops for summer interns. Your goal is to have students look at industry trends on livable wages and employment opportunities across sectors. How might you use the job trends dashboard to help guide students?

1. Sector and Occupation (Part 1)
 - a. Ex: Advanced Manufacturing / Occupation: Industrial Engineers and Industrial Engineers Technician
2. Skills (Part 2)
 - a. Search by Industrial Engineers



Photo from OC Workforce Solutions
<https://www.ocworkforcesolutions.com/for-youth>

Scenarios | Adult Learners & Reskillers



Photo from OC Workforce Solutions
<https://orangeworkforcealliance.com/jobseekers/>

You are working to expand skill sets for employees in ICT and Digital Media. You are guiding them to explore the latest productivity software and certifications. How might you use the tools and resources to provide reskilling opportunities?

1. Skills (Part 1)
 - a. ICT and Digital Media
 - b. How could you have clients use this resource to explore technology areas with the highest demand?
 - i. Select Hard Skills and Software

Geospatial Tools to Build Bridges from Education to Workforce

C.J. Bishop, Ph.D
Sr. Research Analyst
Coast District
cbishop18@ccd.edu

Stephanie Feger
Program Director
Coast District
sfeger@ccd.edu

THANK YOU

