



San Francisco Bay Region: The Labor Market in 2022

The San Francisco Bay Center of Excellence (COE) for Labor Market Research strives to provide useful labor market data and information to the 28 community colleges and workforce partners we serve in the San Francisco Bay Area.

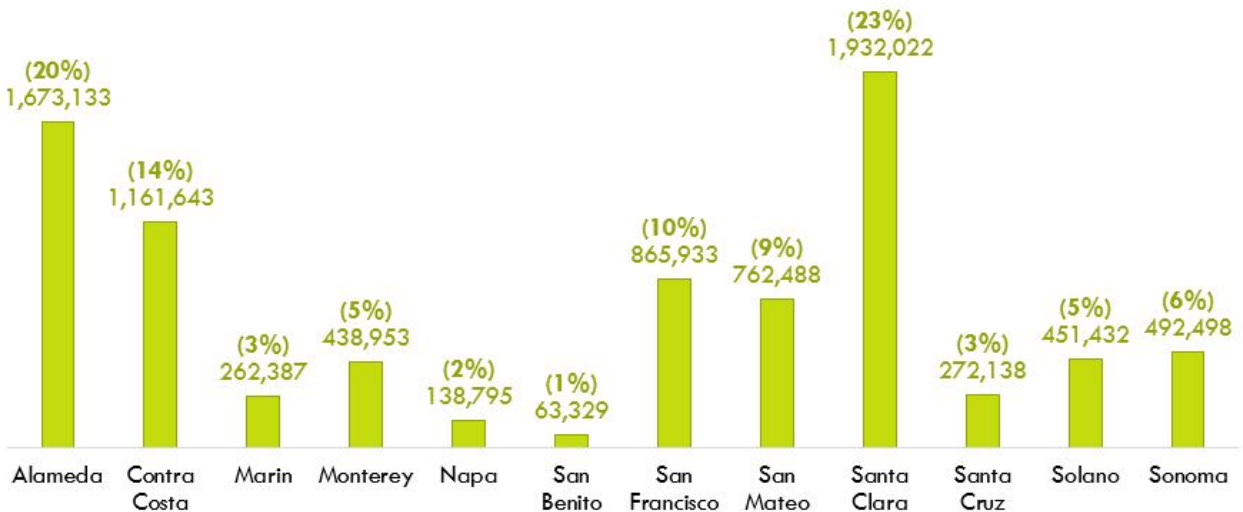
In this special edition newsletter, we review **what happened in the labor market across the Bay Region during 2022, and reflect on the workforce and labor market moving forward.**

Bay Region Population in 2021

Before reviewing what happened with the labor market, we first take a look at the Bay Area’s population in 2021 (most recently available data as of January 2023). **More than 8.5 million people** (~8,514,751) lived in the 12-county Bay Area region in 2021. As shown in the figure below, more than half (~57%) of the region’s population lived in Santa Clara, Alameda and Contra Costa counties, at 23%, 20%, and 14% respectively.

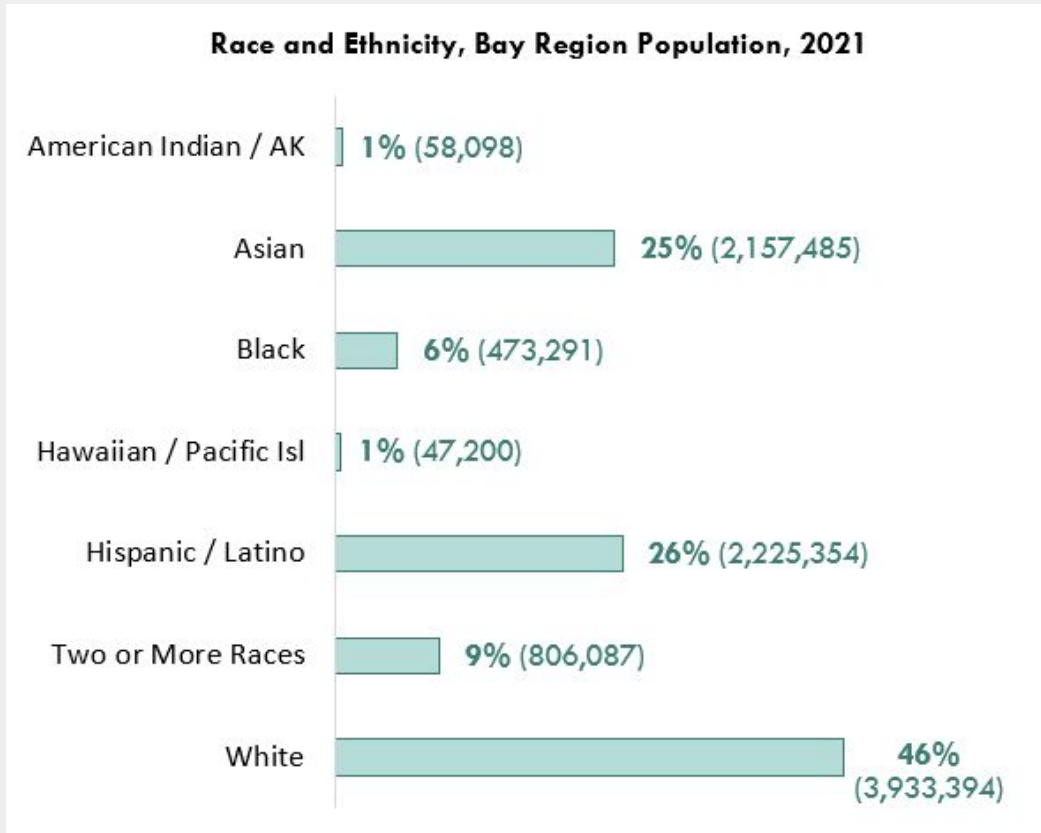
Explore more: To view more data on the Bay Area region’s population, including by subregion or county, access the dashboard [here](#) or visit the COE resource page on BACCC’s website [here](#).

Bay Region Population, 2021



Bay Region Population in 2021: Race and Ethnicity

Viewing data on the region's population by race and ethnicity, White individuals comprised the largest group in the region at 46%, followed by Hispanic-Latino (26%) and Asian (25%) persons.



Bay Region Population in 2021: Gender

Women and men were similarly represented in the region at 49.9% and 50.1% respectively.



Crosswalk of Metropolitan Statistical Areas, Counties and CCCC Sub-Regions

Metropolitan Statistical Area (MSA)	County	Bay Area Sub-Region	This Dashboard
Oakland-Hayward-Berkeley	Alameda Contra Costa	East Bay	East Bay
SF-Redwood City-South SF	San Francisco San Mateo	Mid-Peninsula	Mid-Peninsula
Santa Cruz-Watsonville	Santa Cruz	Santa Cruz-Monterey	Santa Cruz
Salinas	Monterey	Santa Cruz-Monterey	Monterey
San Rafael	Marin	North Bay	Marin
Napa	Napa	North Bay	Napa
San Jose-Sunnyvale-Santa Clara	San Benito Santa Clara	Santa Cruz-Monterey Silicon Valley	San Benito- Santa Clara
Vallejo-Fairfield	Solano	North Bay	Solano
Santa Rosa	Sonoma	North Bay	Sonoma

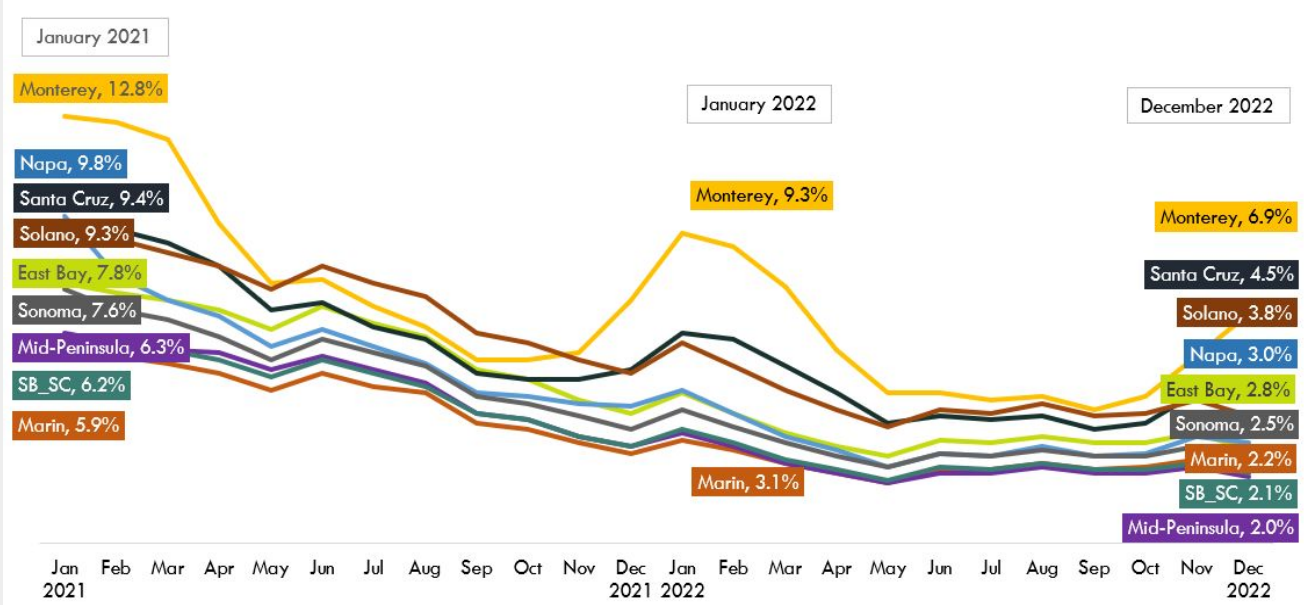
Unemployment

Shifting now to unemployment, the figure below presents **unemployment rates across the Bay Region** for the most recent two years, from **January 2021 to December 2022**. Unemployment rates started off considerably lower at the start of 2022 compared to January 2021, and continued a downward trend throughout the year.

By December 2022, the entire region reported unemployment levels similar to or slightly lower than December 2019, prior to the COVID-19 pandemic. Monterey reported the highest unemployment rate in December 2022 at 6.9%, while the Mid-Peninsula reported the lowest unemployment at 2%.

To view additional **unemployment rates for select sub-county areas**, visit EDD's website [here](#).

Explore more: View and export more unemployment data for the Bay Region [here](#), or visit the COE resource page on BACCC's website [here](#).



Data source: Labor Market Information Division of the California Employment Development Department (EDD).

Industry Employment

Turning to examine employment by industry sector, this section presents **employment across select major industry sectors during 2022** across the Bay Region, reported by MSA or subregion.

Industry Classifications

Data are organized by industry sectors as classified by the North American Industry Classification System (NAICS). Learn more about the NAICS [classification structure](#) and how industry sectors and groups are defined [here](#).

The California Community College Chancellor's Office (CCCCO) also developed an industry sectors framework to help inform program development within the community college system. Visit [here](#) to learn more about how industry sectors are classified across educational and training systems to help inform programs and training in California.

Refer to the table below to view how the NAICS classified sectors correspond to the CCCC's industry sectors framework.

Crosswalk of CCCC Industry Sectors and NAICS Classified Sectors

CCCCO Industry Sectors	Related NAICS Sectors
Agriculture, Water & Environmental Technologies	Natural Resources, Mining & Construction
Advanced Manufacturing	Manufacturing
Advanced Transportation & Logistics	<ul style="list-style-type: none">- Nondurable Goods- Other Services (e.g., Automotive Repair & Maintenance)- Trade, Transportation & Utilities
Business & Entrepreneurship	<ul style="list-style-type: none">- Financial Activities- Other Services (e.g., Personal Care Services, including Hairstylists and Cosmetologists)- Professional & Business Services (e.g., Accounting, Bookkeeping)
Education & Human Development	Education & Health Services
Energy, Construction & Utilities	<ul style="list-style-type: none">- Construction- Natural Resources, Mining & Construction- Trade, Transportation & Utilities
Health	Education & Health Services
Information & Communication Technologies / Digital Media	<ul style="list-style-type: none">- Information- Professional & Business Services (e.g., Computer Systems Services, Advertising)
Life Sciences & Biotechnology	Professional & Business Services (e.g., Scientific Research)
Public Safety	Government
Retail, Hospitality & Tourism	Leisure & Hospitality

What did industry employment look like in 2022 for the Bay Region?

Subregions across the region largely reported their highest employment levels in the latter half of 2022, and especially in the last three months of the year. **All nine subregions reported greater nonfarm employment in December compared to January of 2022**, while farm employment remained somewhat consistent throughout the year or peaked during the summer months in select subregions.

Overall, the region reported an average of **4,363,600 nonfarm** and **56,500 farm jobs in December 2022**. View more on employment by industry sector across the Region in the heat maps below.

Explore more: To view more data on employment by industry sector locally or statewide, visit EDD's website [here](#).

How to read the industry employment heat maps:

- Rows = Industry sectors
- Columns = Months
- Cells = Number of workers employed in a given industry sector and month

- Lightest shaded cells = Bottom < 5% of employment in 2022 for a given sector
- Darkest shaded cells = Top > 95% employment in 2022 for a given sector
- Mid-range shaded cells = Employment ranging between 5% - 95% in 2022 for a given sector

Example:

Referring to the East Bay's heat map below as an example, Educational and Health Services reported its highest 2022 employment in December (210,900) and its lowest employment in January (200,600), with employment during the rest of the year ranging in between.

East Bay (Alameda and Contra Costa Counties)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	67,400	71,800	73,000	72,900	75,000	75,100	76,500	75,000	75,100	75,500	73,600	73,700
Durable Goods	79,000	80,400	81,700	81,400	80,900	82,800	82,900	82,800	84,000	84,100	84,400	84,900
Educational & Health Services	200,600	203,300	204,500	204,100	204,400	204,600	205,000	204,600	204,700	209,000	209,900	210,900
Financial Activities	51,200	52,100	51,400	51,000	50,700	51,000	51,000	51,300	50,700	50,900	51,400	51,100
Government	164,900	166,600	168,300	168,600	170,700	168,600	156,800	158,400	162,800	165,100	166,000	165,400
Information	24,400	24,400	24,900	24,800	25,200	25,300	25,800	25,500	25,200	25,200	25,200	25,200
Leisure & Hospitality	95,300	97,700	99,900	102,000	105,600	108,800	110,300	110,400	109,600	109,900	109,000	109,000
Manufacturing	107,500	109,100	110,600	110,500	110,100	112,200	112,500	112,500	113,800	114,000	114,300	114,700
Natural Resources, Mining & Construction	67,600	72,000	73,200	73,100	75,200	75,300	76,700	75,200	75,300	75,700	73,800	73,900
Nondurable Goods	28,500	28,700	28,900	29,100	29,200	29,400	29,600	29,700	29,800	29,900	29,900	29,800
Other Services	36,700	37,700	38,200	39,200	39,700	40,000	40,100	40,100	40,100	40,800	40,800	41,000
Professional & Business Services	190,600	192,000	192,300	193,300	192,300	192,500	193,400	194,800	192,900	195,700	196,600	196,700
Trade, Transportation & Utilities	201,600	200,100	200,400	200,200	200,300	202,700	202,700	202,700	201,300	204,200	207,700	210,200
Total Farm	1,300	1,400	1,500	1,600	1,800	1,800	1,800	1,700	1,700	1,600	1,500	1,400
Total Nonfarm	1,140,400	1,155,000	1,163,700	1,166,800	1,174,200	1,181,000	1,174,300	1,175,500	1,176,400	1,190,500	1,194,700	1,198,100

Marin (Marin County)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	7,400	7,700	7,700	7,700	7,900	7,900	8,100	8,100	8,000	8,100	8,000	7,900
Educational & Health Services	19,300	19,100	19,100	18,500	18,900	18,400	18,000	17,600	17,700	18,000	17,900	17,900
Financial Activities	5,300	5,300	5,300	5,200	5,300	5,300	5,300	5,300	5,200	5,200	5,200	5,200
Government	14,500	14,400	14,500	14,600	14,800	15,100	14,300	14,400	14,400	14,500	14,600	14,400
Information	2,600	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700
Leisure & Hospitality	11,900	11,800	12,100	12,600	13,000	13,000	13,700	13,500	12,600	12,700	12,300	12,400
Manufacturing	4,400	4,400	4,500	4,500	4,600	4,600	4,700	4,700	4,700	4,700	4,700	4,700
Natural Resources, Mining & Construction	7,400	7,700	7,700	7,700	7,900	7,900	8,100	8,100	8,000	8,100	8,000	7,900
Other Services	5,000	5,100	5,100	5,100	5,100	5,100	5,200	5,200	5,200	5,200	5,200	5,300
Professional & Business Services	18,000	18,300	18,300	18,400	18,500	18,400	18,500	18,500	18,300	17,900	17,800	17,800
Trade, Transportation & Utilities	17,500	17,400	17,400	17,400	17,300	17,400	17,600	17,500	17,200	17,500	17,800	18,000
Total Farm	400	400	400	400	400	400	400	400	400	400	300	300
Total Nonfarm	105,900	106,200	106,700	106,700	108,100	107,900	108,100	107,500	106,000	106,500	106,200	106,300

Mid-Peninsula (San Francisco & San Mateo Counties)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	42,500	44,200	44,000	43,800	44,000	45,000	47,000	46,300	45,700	45,300	45,400	45,500
Durable Goods	17,500	17,700	17,700	17,800	18,000	18,100	18,100	18,200	18,200	18,200	18,200	18,200
Educational & Health Services	146,000	148,500	149,700	149,900	149,400	147,000	146,700	147,900	149,000	151,700	153,200	154,400
Financial Activities	84,300	84,700	84,500	85,100	84,800	85,400	86,400	86,400	85,000	86,200	86,500	87,300
Government	130,400	130,900	131,700	132,500	132,600	132,400	127,600	128,000	129,400	131,000	131,500	131,400
Information	115,600	115,500	116,200	115,900	117,000	119,000	121,500	122,300	120,300	121,100	121,900	120,500
Leisure & Hospitality	102,700	105,900	108,000	111,700	113,500	115,900	117,000	117,500	118,800	119,700	119,500	119,800
Manufacturing	37,600	37,800	37,900	37,900	38,100	38,500	38,600	38,600	38,600	38,700	38,800	38,700
Natural Resources, Mining & Construction	42,700	44,400	44,200	44,000	44,200	45,200	47,200	46,500	45,900	45,500	45,600	45,700
Nondurable Goods	20,100	20,100	20,200	20,100	20,100	20,400	20,500	20,400	20,400	20,500	20,600	20,500
Other Services	36,300	36,800	37,500	38,100	38,500	39,600	40,200	39,600	39,100	39,700	40,000	40,700
Professional & Business Services	294,800	297,400	301,800	306,400	307,500	311,300	316,400	317,700	314,600	320,100	319,000	320,700
Trade, Transportation & Utilities	138,700	139,000	139,100	139,100	139,700	140,100	141,200	141,400	140,900	142,500	144,000	145,300
Total Farm	1,600	1,600	1,600	1,600	1,600	1,700	1,700	1,700	1,700	1,700	1,800	1,700
Total Nonfarm	1,129,100	1,140,900	1,150,600	1,160,600	1,165,300	1,174,400	1,182,800	1,185,900	1,181,600	1,196,200	1,200,000	1,204,500

Monterey (Monterey County)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	6,200	6,500	6,600	6,600	6,600	6,600	6,700	6,500	6,500	6,600	6,500	6,500
Educational & Health Services	20,600	20,800	20,800	20,900	20,900	20,800	21,000	21,100	21,100	21,200	21,700	21,700
Financial Activities	4,100	4,100	4,100	4,100	4,100	4,100	4,100	4,100	4,100	4,100	4,100	4,100
Government	33,500	34,600	35,000	35,200	35,300	35,600	34,100	34,700	35,200	35,500	35,800	35,400
Information	800	900	900	900	900	900	900	900	900	900	900	900
Leisure & Hospitality	21,400	22,300	21,500	21,800	22,500	23,700	24,100	24,600	24,100	24,200	24,300	24,100
Manufacturing	5,200	5,300	5,400	5,500	5,500	5,500	5,500	5,600	5,500	5,500	5,500	5,400
Natural Resources, Mining & Construction	6,400	6,700	6,800	6,800	6,800	6,800	6,900	6,700	6,700	6,800	6,700	6,700
Nondurable Goods	3,600	3,700	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,700
Other Services	4,900	5,000	5,100	5,100	5,100	5,100	5,200	5,200	5,100	5,200	5,200	5,200
Professional & Business Services	14,300	14,600	14,200	13,900	13,400	14,000	13,600	13,300	13,900	13,900	13,500	13,700
Trade, Transportation & Utilities	24,500	25,400	25,300	25,000	25,200	25,400	25,100	25,300	25,200	25,200	25,900	25,700
Total Farm	34,700	36,000	39,600	56,200	63,000	68,000	68,700	67,700	66,100	60,600	52,300	35,500
Total Nonfarm	135,700	139,700	139,100	139,200	139,700	141,900	140,500	141,500	141,800	142,500	143,600	142,900

Note: Cells representing employment in the Financial Activities sector are left unshaded due to no change or variation in employment in this sector for the Monterey area during 2022.

Napa (Napa County)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Educational & Health Services	9,800	10,000	10,000	10,000	10,000	10,000	10,000	9,900	9,900	10,100	10,100	10,000
Financial Activities	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200
Government	9,200	9,400	9,300	9,400	9,500	9,500	8,900	9,100	9,300	9,300	9,300	9,200
Information	300	300	300	300	300	300	300	300	300	300	300	300
Leisure & Hospitality	11,400	11,600	11,900	12,100	12,400	12,500	12,800	12,800	12,700	12,800	12,700	12,800
Manufacturing	13,200	13,500	13,700	13,700	13,700	13,900	14,100	14,100	14,400	14,400	13,800	13,500
Natural Resources, Mining & Construction	4,200	4,300	4,400	4,300	4,400	4,600	4,600	4,600	4,600	4,600	4,700	4,600
Nondurable Goods	11,700	11,900	12,000	12,000	12,100	12,300	12,400	12,400	12,700	12,700	12,100	11,800
Other Services	1,800	1,900	1,900	1,900	1,900	1,900	2,000	1,900	1,900	1,900	2,000	1,900
Professional & Business Services	6,600	6,700	6,800	6,800	6,800	6,800	6,800	6,800	6,800	6,800	6,800	6,800
Trade, Transportation & Utilities	9,800	9,900	9,800	9,800	9,700	9,700	9,600	9,600	9,700	9,700	9,800	9,800
Total Farm	4,000	4,800	5,000	5,500	6,900	6,800	6,500	5,800	5,900	5,700	3,400	3,300
Total Nonfarm	68,500	69,800	70,300	70,500	70,900	71,400	71,300	71,300	71,800	72,100	71,700	71,100

Note: Cells representing employment in the Financial Activities and Information industry sectors are left unshaded due to no change or variation in employment in these sectors for the Napa area during 2022.

Santa Cruz (Santa Cruz County)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Durable Goods	4,100	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,300
Educational & Health Services	17,100	17,300	17,400	17,500	17,400	17,300	17,600	17,500	17,600	17,800	17,800	17,800
Financial Activities	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300
Government	21,800	21,900	22,300	22,500	22,800	22,700	21,400	22,200	22,300	23,200	23,400	23,500
Information	600	600	600	600	600	600	600	600	600	600	600	600
Leisure & Hospitality	11,900	11,900	12,300	12,700	13,000	13,500	13,800	13,700	12,800	12,800	12,600	12,300
Manufacturing	7,400	7,500	7,600	7,600	7,600	7,700	7,700	7,700	7,700	7,700	7,700	7,700
Natural Resources, Mining & Construction	4,600	4,800	4,900	4,900	4,900	5,100	5,100	5,100	5,100	5,100	5,100	5,100
Nondurable Goods	3,300	3,300	3,400	3,400	3,400	3,500	3,500	3,500	3,500	3,500	3,500	3,400
Other Services	4,500	4,600	4,700	4,700	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800
Professional & Business Services	10,600	10,700	10,700	10,700	10,700	10,800	10,800	10,800	10,800	10,800	10,900	10,800
Trade, Transportation & Utilities	16,200	16,300	16,500	16,300	16,200	16,400	16,400	16,400	16,500	16,600	16,700	16,900
Total Farm	3,000	3,200	3,300	4,700	7,200	9,500	10,000	9,900	9,800	8,600	6,000	3,600
Total Nonfarm	98,000	98,900	100,300	100,800	101,300	102,200	101,500	102,100	101,500	102,700	102,900	102,800

Note: Cells representing employment in the Financial Activities and Information industry sectors are left unshaded due to no change or variation in employment in these sectors for the Santa Cruz area in 2022.

San Benito_Santa Clara (San Benito & Santa Clara Counties)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	51,000	52,700	53,200	54,000	54,300	55,000	55,500	55,900	57,100	57,900	57,500	58,200
Durable Goods	158,100	158,200	158,000	158,300	159,200	161,700	161,500	162,600	161,600	163,000	162,300	163,400
Educational & Health Services	181,300	183,900	184,800	184,300	185,200	184,900	184,300	185,600	186,300	191,600	193,400	193,400
Financial Activities	36,700	37,600	37,000	37,200	37,100	36,900	36,500	36,200	36,000	36,600	36,900	37,100
Government	94,000	93,700	94,700	95,800	96,000	96,800	90,000	90,600	92,500	94,800	95,800	94,500
Information	108,500	108,000	109,100	109,400	109,700	113,200	114,700	114,300	113,700	113,500	114,300	116,500
Leisure & Hospitality	89,300	91,100	94,100	97,500	98,100	99,600	101,000	102,300	100,500	101,100	102,000	100,700
Manufacturing	171,600	171,800	171,600	172,000	173,000	175,700	175,900	177,100	175,700	176,900	176,300	177,000
Natural Resources, Mining & Construction	51,200	52,900	53,400	54,200	54,500	55,200	55,700	56,100	57,300	58,100	57,700	58,400
Nondurable Goods	13,500	13,600	13,600	13,700	13,800	14,000	14,400	14,500	14,100	13,900	14,000	13,600
Other Services	23,400	23,800	24,300	24,500	24,100	24,600	24,500	24,600	24,400	24,400	24,400	24,000
Professional & Business Services	246,900	249,900	251,200	252,600	253,200	256,200	261,300	262,300	262,400	266,200	265,300	264,400
Trade, Transportation & Utilities	120,400	120,200	120,500	120,600	120,200	120,800	121,300	122,200	121,500	123,500	124,500	125,900
Total Farm	3,500	3,500	4,000	4,900	5,300	5,600	5,800	5,400	5,400	5,700	5,000	4,000
Total Nonfarm	1,123,300	1,132,900	1,140,700	1,148,100	1,151,100	1,163,900	1,165,200	1,171,300	1,170,300	1,186,700	1,190,600	1,191,900

Solano (Solano County)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	11,400	11,900	11,900	12,100	12,200	12,300	12,600	12,500	12,500	12,700	12,300	12,100
Educational & Health Services	27,100	27,600	27,600	27,500	27,600	27,600	27,800	27,900	28,100	28,600	28,600	28,900
Financial Activities	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,700	4,600	4,700	4,700	4,700
Government	23,700	23,800	23,900	24,000	24,000	24,200	22,400	22,700	23,400	24,000	23,900	23,800
Information	800	800	800	800	800	900	900	900	800	800	800	800
Leisure & Hospitality	13,700	14,000	14,000	14,500	14,600	15,200	15,600	15,600	15,200	15,500	15,000	15,300
Manufacturing	10,200	10,300	10,300	10,300	10,300	10,400	10,400	10,400	10,300	10,300	10,200	10,200
Natural Resources, Mining & Construction	11,700	12,200	12,200	12,400	12,500	12,600	12,900	12,800	12,800	13,000	12,600	12,400
Nondurable Goods	5,800	5,900	5,900	5,900	5,900	6,000	6,000	6,000	5,900	5,900	5,900	5,900
Other Services	4,300	4,400	4,400	4,500	4,500	4,500	4,500	4,500	4,500	4,600	4,600	4,500
Professional & Business Services	10,200	10,100	10,300	10,300	10,200	10,600	10,700	10,800	10,800	10,500	10,600	10,500
Trade, Transportation & Utilities	26,800	27,000	27,100	26,900	26,900	27,000	27,100	27,300	27,000	27,200	27,700	27,700
Total Farm	1,000	1,100	1,300	1,500	1,700	1,800	1,800	1,800	1,900	1,900	1,700	1,400
Total Nonfarm	133,200	134,900	135,300	135,900	136,100	137,700	137,000	137,600	137,500	139,200	138,700	138,800

Sonoma (Sonoma County)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Construction	15,400	16,200	16,200	16,300	16,500	16,700	17,100	17,200	17,100	17,200	17,000	16,800
Durable Goods	8,800	8,900	8,900	8,900	8,900	9,000	9,100	9,100	9,000	9,100	9,100	9,200
Educational & Health Services	33,800	34,500	34,200	33,900	34,400	34,700	34,800	35,200	34,900	35,700	36,200	35,900
Financial Activities	7,900	8,000	7,900	8,000	8,000	7,900	8,000	7,900	7,700	7,800	7,800	7,900
Government	25,900	25,600	26,000	26,100	27,000	26,300	23,700	25,000	25,800	26,000	26,300	26,200
Information	2,300	2,300	2,300	2,300	2,300	2,300	2,400	2,300	2,300	2,300	2,300	2,300
Leisure & Hospitality	22,900	23,400	23,800	24,400	24,700	26,000	26,400	26,300	25,500	25,700	25,800	25,600
Manufacturing	22,700	22,800	22,900	22,900	23,100	23,300	23,500	23,800	23,900	23,900	23,500	23,200
Natural Resources, Mining & Construction	15,600	16,400	16,400	16,500	16,700	16,900	17,300	17,400	17,300	17,400	17,200	17,000
Nondurable Goods	13,900	13,900	14,000	14,000	14,200	14,300	14,400	14,700	14,900	14,800	14,400	14,000
Other Services	6,700	6,800	6,900	6,900	7,000	7,000	7,100	7,000	7,000	7,100	7,200	7,200
Professional & Business Services	23,700	24,100	23,800	24,200	24,200	24,200	24,100	24,200	24,300	24,200	24,500	25,100
Trade, Transportation & Utilities	35,400	35,400	35,500	35,300	35,600	35,400	35,500	35,900	35,800	35,900	36,400	36,800
Total Farm	5,000	5,600	5,900	6,300	7,200	7,400	7,200	6,700	7,000	6,100	4,900	5,300
Total Nonfarm	196,900	199,300	199,700	200,500	203,000	204,000	202,800	205,000	204,500	206,000	207,200	207,200

Due to the pandemic's severe impact on jobs especially in the **Leisure and Hospitality** sector, this section presents a more in-depth look at employment in the sector throughout 2022. The table below reports the **percentage change in employment for the Leisure and Hospitality sector each month of 2022 compared to the same month in 2019 across the Region.**

The sector continued a slow recovery in 2022, with mixed impacts across the Region and struggling the greatest in **Marin and Mid-Peninsula** subregions - where employment remained at 80% or lower than levels reported in 2019. Other parts of the region reported slightly greater employment in the sector especially during the latter half of the year, though still lower than in 2019. The **Sonoma** subregion saw the highest levels of employment overall in 2022, even reporting a greater number of jobs in the sector during November and December 2022 compared to November and December 2019.

Most subregions reported greater employment in the sector by December 2022 compared to January 2022, with the exception of Marin and Santa Cruz subregions.

Leisure & Hospitality (2022 vs. 2019)	East Bay	Marin	MP	Monterey	Napa	Santa Cruz	SB_SC	Solano	Sonoma
January	-17%	-22%	-27%	-13%	-12%	-10%	-12%	-10%	-8%
February	-17%	-23%	-27%	-14%	-11%	-14%	-12%	-10%	-7%
March	-16%	-22%	-26%	-15%	-11%	-15%	-10%	-11%	-5%
April	-15%	-20%	-24%	-16%	-10%	-15%	-9%	-10%	-5%
May	-13%	-20%	-24%	-15%	-10%	-14%	-9%	-10%	-5%
June	-12%	-22%	-22%	-11%	-13%	-15%	-9%	-9%	-2%
July	-11%	-17%	-21%	-10%	-9%	-14%	-9%	-7%	-1%
August	-11%	-19%	-21%	-9%	-10%	-13%	-8%	-6%	-1%
September	-10%	-22%	-21%	-9%	-10%	-13%	-7%	-7%	-3%
October	-10%	-20%	-19%	-7%	-8%	-13%	-8%	-4%	-1%
November	-10%	-22%	-20%	-7%	-7%	-11%	-6%	-7%	1%
December	-11%	-22%	-19%	-6%	-6%	-13%	-7%	-4%	0.4%

The table below reports **change in employment for the Leisure and Hospitality sector across the Region**, similar to the table above, this time by the difference in **numbers of jobs each month in 2022 compared to 2019**.

Red = $\geq 20\%$ fewer jobs

Yellow = 10% - 19% fewer jobs

Green = 0% - 9% fewer jobs

Blue = Jobs gained

Leisure & Hospitality (2022 vs. 2019)	East Bay	Marin	MP	Monterey	Napa	Santa Cruz	SB_SC	Solano	Sonoma
January	-20,200	-3,400	-38,700	-3,200	-1,500	-1,300	-12,700	-1,600	-1,900
February	-19,900	-3,600	-38,800	-3,500	-1,500	-2,000	-11,900	-1,500	-1,700
March	-18,900	-3,400	-38,400	-3,800	-1,400	-2,100	-10,400	-1,700	-1,300
April	-17,600	-3,200	-35,600	-4,000	-1,400	-2,300	-9,700	-1,600	-1,200
May	-16,100	-3,200	-35,000	-3,900	-1,400	-2,200	-9,600	-1,700	-1,200
June	-14,500	-3,600	-33,100	-3,000	-1,800	-2,400	-9,400	-1,500	-400
July	-13,700	-2,900	-30,600	-2,800	-1,300	-2,200	-9,700	-1,200	-200
August	-13,400	-3,100	-31,700	-2,400	-1,400	-2,000	-8,600	-1,000	-300
September	-12,700	-3,600	-30,700	-2,500	-1,400	-1,900	-8,000	-1,100	-800
October	-11,600	-3,200	-28,900	-1,900	-1,100	-1,900	-8,500	-700	-300
November	-12,500	-3,500	-29,500	-1,700	-1,000	-1,600	-6,600	-1,100	200
December	-12,900	-3,500	-28,900	-1,500	-800	-1,800	-8,000	-600	100

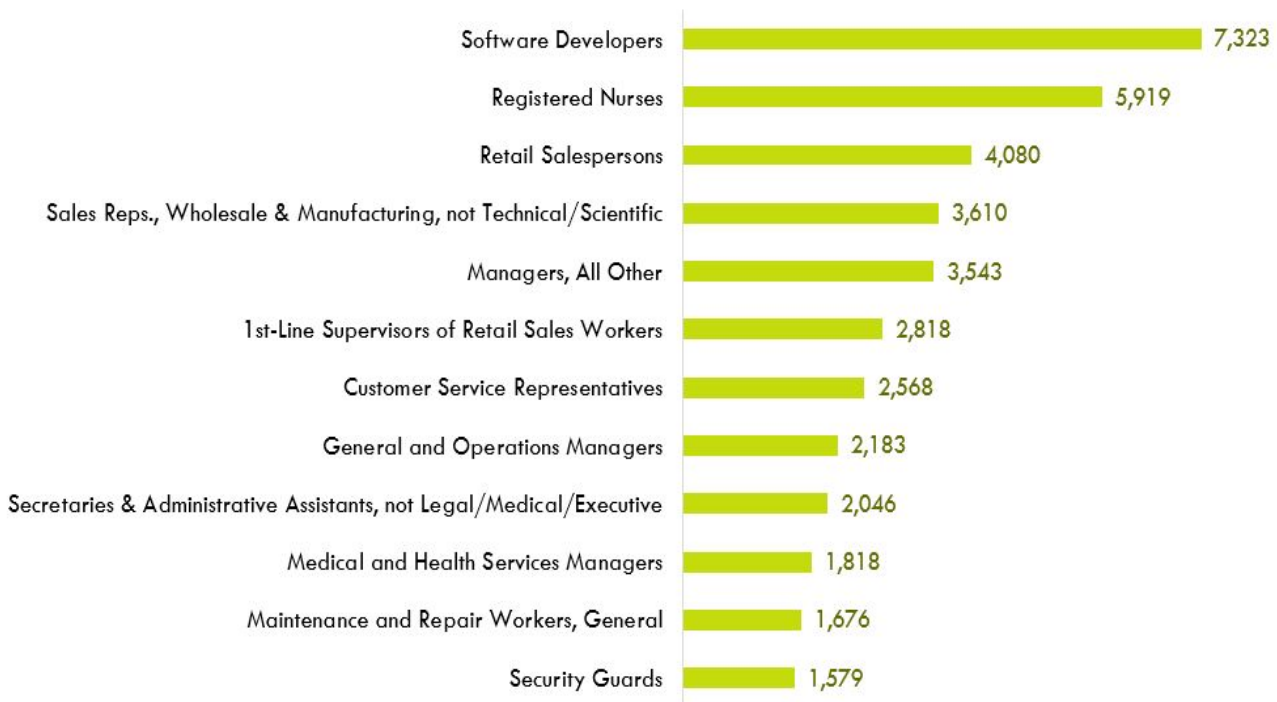
Top In-Demand Jobs of 2022

Shifting focus to job postings, the figure below presents the **12 top in-demand occupations in the Bay Region during 2022**, based on jobs posted by employers during January through December of 2022. The review included postings for jobs with entry level education up to a Bachelor’s degree.

The **occupations presented below include those that had job postings across all 5 subregions each calendar quarter of the year** (Jan.-Mar., Apr.-June, July-Sep., Oct.-Dec.). Data represent the average number of quarterly job postings in the region for the occupation during the year.

Occupations related to **software development** were in greatest demand, followed by **registered nurses**. Other occupations related to retail, sales and customer service, as well as supervision, management, office settings, maintenance and repair workers and security guards.

Top Occupations In-Demand All Year and Across All 5 Bay Area Subregions, 2022
Average Job Postings, by Quarter



Data source: Lightcast. Lightcast.io. 2022.

Top In-Demand Jobs of 2022 (cont'd)

In addition to the top 12 in-demand occupations presented above, the **table below presents additional occupations that were in top demand across the Region throughout 2022**. The review included postings for jobs with entry level education up to a Bachelor's degree.

The **27 occupations below** were among the top in-demand jobs posted by employers in 2022, appearing in three or more subregions during at least three quarters (Jan.-Mar., Apr.-June, July-Sep., Oct.-Dec.) of the year. Occupations are ranked by average postings and posting frequency.

Occupation	Postings in 5 subregions, 9-12 mos.		Postings in 4 subregions, 9-12 mos.		Postings in 3 subregions, 9-12 mos.		
	East Bay	Mid-Peninsula	North Bay	SCruz-Monterey	Silicon Valley	Average Postings	Posting Frequency
Software Developers	5,251	13,804	789	689	16,083	7,323	20
Registered Nurses	8,970	5,974	4,752	3,600	6,302	5,919	20
Retail Salespersons	6,325	3,875	3,341	2,148	4,711	4,080	20
Sales Reps., Wholesale & Manufac., not Tech./Scientific	4,645	6,378	1,646	1,118	4,263	3,610	20
Managers, All Other	3,657	6,506	1,011	835	5,707	3,543	20
First-Line Supervisors of Retail Sales Workers	4,167	3,057	2,144	1,397	3,325	2,818	20
Customer Service Representatives	4,143	2,810	1,849	1,296	2,744	2,568	20
General & Operations Managers	2,337	4,330	803	638	2,807	2,183	20
Secretaries & Admin. Assts., not Legal/Medical/Exec.	3,056	2,764	1,020	972	2,419	2,046	20
Medical & Health Services Managers	2,355	2,826	955	784	2,171	1,818	20
Maintenance & Repair Workers, General	2,701	1,688	1,080	848	2,063	1,676	19
Security Guards	2,249	2,260	707	659	2,022	1,579	19
Personal Care Aides	3,303	1,292	2,978	1,781	1,826	2,236	17
Accountants & Auditors	1,595	3,056	629	219	1,787	1,457	17
Laborers & Freight/Stock/Material Movers, Hand	3,659	-	1,052	583	1,808	1,775	16
Fast Food & Counter Workers	2,317	-	1,105	934	1,625	1,495	15
Sales Managers	1,506	3,573	-	286	2,180	1,886	13
Human Resources Specialists	1,827	2,837	-	484	2,261	1,852	13
Heavy & Tractor-Trailer Truck Drivers	2,860	-	1,146	831	1,790	1,657	13
Food Service Managers	1,657	1,588	992	632	-	1,217	13
Marketing Managers	1,935	8,181	-	-	5,145	3,815	12
Computer User Support Specialists	1,575	2,200	-	-	2,289	1,516	12
Stockers & Order Fillers	2,090	-	867	577	-	1,178	12
Licensed Practical & Licensed Vocational Nurses	1,758	-	768	521	-	1,015	12
Merchandise Displayers & Window Trimmers	1,506	-	770	588	-	954	12
Janitors & Cleaners, not Maids/Housekeeping Cleaners	1,551	-	646	623	-	940	12
Bookkeeping, Accounting, & Auditing Clerks	1,633	-	760	640	-	1,011	11

Top In-Demand Skills of 2022: Overall and by Subregion

Continuing with a look at job postings, **specialized or occupation-specific skills most frequently requested by employers across the Bay Region throughout 2022** are presented below. In-demand skills were identified by examining skills in job postings by quarter (Jan.-Mar., Apr.-June, July-Sep., Oct.-Dec.) and subregion.

Skills presented below appeared in job postings across all five subregions during every quarter of the year. Skills are ranked by the average number of overall postings across the Region.

Skills covered a range of industries and occupations, including **Business and Sales** (marketing, merchandising), **ICT** (programming, data analysis), **Health** (nursing) and **general workload processes** (workflow management, project management).

Skill	East Bay	Mid-Peninsula	North Bay	SCruz-Monterey	Silicon Valley	Average Postings
Marketing	12,852	26,985	4,400	3,669	18,185	12,845
Computer Science	6,770	15,439	1,133	1,063	19,598	8,700
Auditing	11,914	13,899	3,794	3,656	11,329	8,554
Finance	8,642	18,039	2,317	2,255	11,793	8,389
Accounting	10,073	14,609	3,742	3,579	9,874	8,016
Merchandising	11,370	7,483	5,940	4,176	8,270	7,040
Python (Programming Language)	4,183	12,987	498	524	15,374	6,659
Workflow Management	6,962	12,945	1,903	1,828	9,636	6,477
Nursing	10,148	6,581	5,417	3,638	7,351	6,282
Data Analysis	6,451	12,545	1,116	1,119	10,417	6,219
Automation	5,660	11,216	1,005	893	11,917	6,046
Agile Methodology	5,446	12,575	669	658	10,973	6,003
Selling Techniques	7,749	8,726	3,671	2,213	7,565	5,773
Software Engineering	3,402	11,101	632	540	11,492	5,380
New Product Development	4,671	9,602	1,083	814	10,300	5,216
SQL (Programming Language)	4,090	11,614	675	537	8,257	4,981
Project Management	5,290	9,402	855	857	7,899	4,775
Process Improvement	5,779	8,904	1,250	1,243	7,295	4,768
Warehousing	10,396	4,224	3,143	2,006	5,039	4,762
Restaurant Operation	6,766	5,556	4,248	2,649	5,240	4,641
Customer Relationship Management	5,684	8,784	1,950	1,291	6,098	4,634
Software Development	3,033	8,407	361	469	10,055	4,420
Invoicing	6,963	6,510	2,331	2,039	5,100	4,385
Scalability	2,681	10,188	367	301	8,284	4,338
Cardiopulmonary Resuscitation (CPR)	7,470	4,623	3,667	2,430	4,595	4,318

Looking Back, Looking Forward

For this “Year in Review”, we reflect on what happened in the regional economy in 2022 and look forward to 2023 and beyond. In addition, we hope to stimulate discussion around the question, “What can community colleges and our workforce partners do to better prepare students and workers for the jobs of the future, as the economy continues to rebound?”

Looking Back: Reflecting on the Bay Region Economy from 2020-2022

In March 2020, when the pandemic started, the economy (national, state and regional) went into a deep recession. Employment losses in the Bay region were most extreme in April 2020, at which point the region had 612,600 fewer jobs (14% less) than it had the month before. Currently, **as of December 2022, the Bay region economy has gained back all the jobs lost since March 2020, plus added an additional 61,700 jobs (California Employment Development Department (EDD)).**

As a benchmark, according to the Public Policy Institute of California (PPIC), the pace of recovery has been twice as fast as the recovery that followed the Great Recession in 2009. The UCLA Anderson Forecast also notes that California’s non-farm employment base now exceeds the pre-pandemic level of February 2020 by 31,000 jobs. But many of the new jobs are in sectors different from those where job losses were the most acute. About 170,000 payroll jobs in leisure and hospitality, and other services sectors have not returned, while rapid gains in logistics, technology and healthcare have made up for that loss.

Regional Unemployment & Industry Employment

Labor Market Metric	2020 March	2020 April	2020 December	2021 December	2022 December
Unemployment Rate	4.7%	15.3%	7.4%	4.2%	3.3%
Regional Non-Farm Employment	4,295,400	3,669,700	3,921,500 (-10% compared to Dec. 2019)	4,151,500 (-5% compared to Dec. 2019)	4,363,600 (-0.2% compared to Dec. 2019)
Regional Farm Employment	63,000	78,700	62,400 (+4% compared to Dec. 2019)	63,700 (+6.5% compared to Dec. 2019)	56,500 (-5.5% compared to Dec. 2019)

Regional Top Jobs and Skills in Demand

Top 5 In-Demand Jobs in 2022

1. Software Developers
2. Registered Nurses
3. Retail Salespersons
4. Sales Representatives, Wholesale & Manufacturing, not Technical/Scientific
5. Managers, All Other

Top 5 In-Demand Jobs in 2021

1. Registered Nurses
2. Sales Representatives, not Technical/Scientific
3. First-Line Supervisors, Retail Sales
4. Customer Service Representatives
5. General & Operations Managers

Top 5 In-Demand Skills in 2022

1. Marketing
2. Computer Science
3. Auditing
4. Finance
5. Accounting

Top 5 In-Demand Skills in 2021

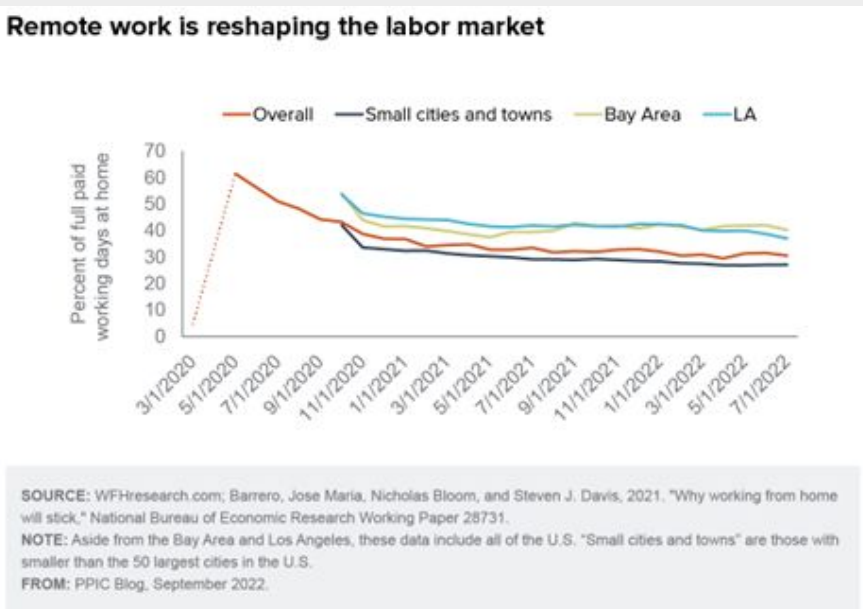
1. Customer Service
2. Scheduling
3. Sales
4. Repair
5. Budgeting

Data sources: Emsi Burning Glass, 2022. Lightcast, 2023.

Economic and Business Trends That Emerged in 2022

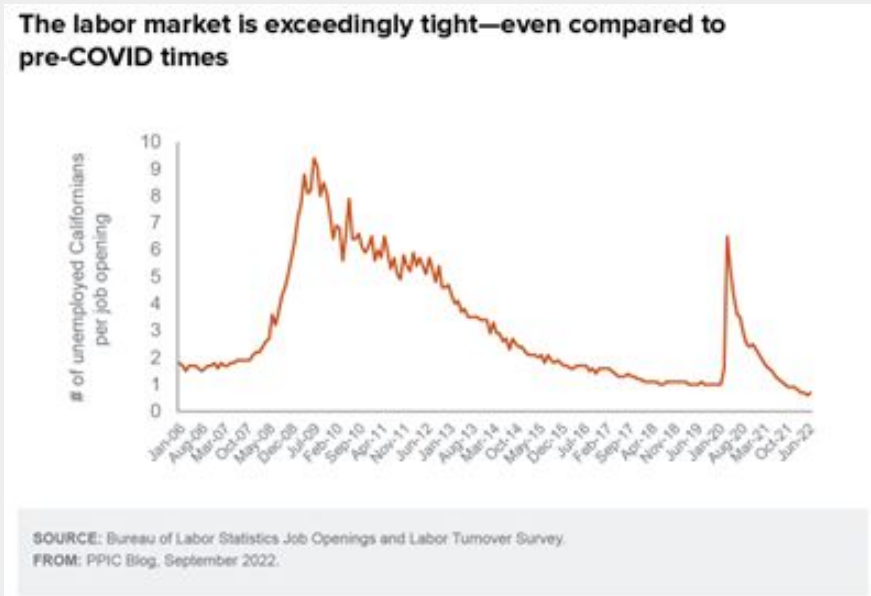
Remote Work is Reshaping the Labor Market

→ 40% of work is still remote in the Bay Region



The Labor Market Is Still Very Tight

- The labor market is currently tighter than pre-pandemic levels. As of September 2022, there were .6 unemployed Californians per job opening - compared to 1 unemployed person per job opening in March 2020.



- There was strong technology sector hiring in 2021-22 in the region. Meta hired 27,000 in 2020-21 and hired 15,000 in first nine months of 2022, although now the company is cutting 11,000 of those 42,000 jobs.
- There were massive venture capital outlays in 2021 - \$105 billion in 2021, up from \$52 billion in 2020.
- The fiscal health of public transit is still a concern. As of December 2022, CalTrain and BART are at just 18% and 33% of pre-pandemic riders (COVID-19 funding ends in 2024).

(Source: Bay Area Council, 2023)

For more information on the Bay Region's economic recovery, visit the Bay Area Council's Economic Recovery site [here](#).

You can also read more in the Bay Region COE's monthly "LMI News and Updates" [here](#).

How the Economic Recovery Has Impacted Workers

2022 was a year of continued economic recovery for the region and elsewhere. The articles below provide more information on how workers were impacted and what new labor market trends emerged:

The Great Reshuffle

[How the Great Resignation is Turning Into the Great Reshuffle](#)

[The Great Reshuffle in 2022: Top Trends to Watch](#)

[Majority of Workers Who Quit a Job in 2021 Cite Low Pay, No Opportunities for Advancement, Feeling Disrespected](#)

[Majority of U.S. Workers Changing Jobs Are Seeing Real Wage Gains](#)

[How Have Racial and Ethnic Earnings Gaps Changed after COVID-19?](#)

[America's New Labor Market](#)

Child Care and Labor Force Participation

[The Pandemic, Child Care and Women's Labor Force Participation](#)

[Child Care Workers Are Vanishing and It's Hurting the Entire Economy](#)

Workforce and Jobs Moving Forward

[Will California Take the High Road to Good Jobs?](#)

[These are the Jobs Employers in the Bay Area Are Having the Hardest Time Filling](#)

[The U.S. Job Market is Still Healthy, But It's Slowing Down as Recession Fears Mount](#)

How the Pandemic Impacted Community College Enrollments

Community colleges in the Bay region continue to experience on the whole a decline in enrollments. **Enrollments at California's community colleges have dropped to their lowest level in 30 years**, new data show (RP Group, 2021). Since 2019, prior to the pandemic, the 115 campuses across the state have collectively lost about 300,000 students, an 18% drop that portends significant enrollment-based funding cuts if not reversed.

The stark decline has educators scrambling to find ways to meet the changing needs of students who may be questioning the value of higher education as they emerge from the harsh pandemic years.

A survey of former California community college students found that:

- 33% haven't re-enrolled because they've prioritized work.
- 22% said they have prioritized taking care of family or other dependents.
- 29% said they struggled to keep up with their classes.

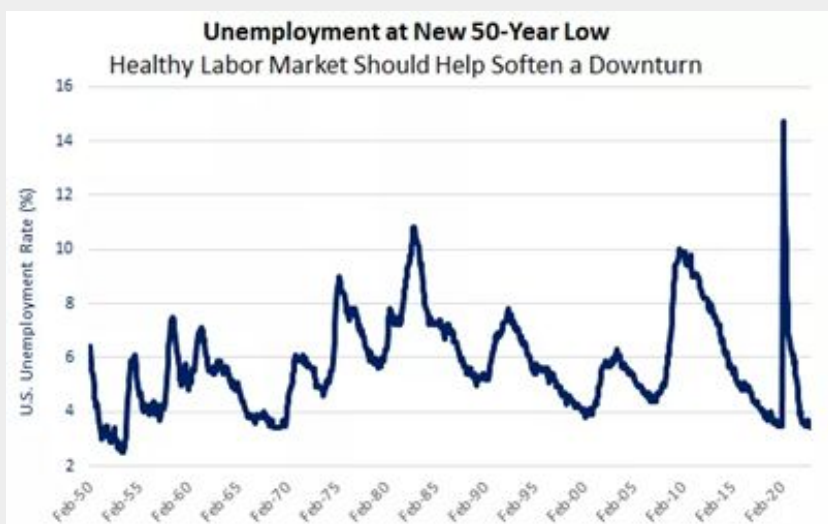
(Source: RP Group, December 2021)

For more information on how the pandemic has impacted community college enrollments and how it may also serve as a catalyst for fundamental and lasting improvements in how community colleges are funded, organized, and operated, [read more here](#) from the Community College Research Center at Columbia University.

Looking Forward: Will There Be A Recession?

For economists and labor market watchers, the big question right now is: "Will there be a recession?" Many economists say this is harder to predict than normal, because there are both strong economic signs (e.g. lowest unemployment in over 50 years and a very strong jobs report in January 2023 with 517,000 new jobs added to the economy) AND weak economic signs (e.g. high inflation and significant layoffs in some sectors like technology) at the same time.

But for now, the consensus is that the economy has been very "resilient" in the context of high inflation and supply chain challenges that have been exacerbated by the war in Ukraine. With a bit of luck, the economy may not go into a recession. But, if it does, many economists are now predicting it would be relatively short and shallow, with the healthy labor market offering support for consumer spending, helping moderate a potential downturn.



Source: Federal Reserve Economic Data

The following recent articles about the state of the economy provide more details and insights:

[4 Key Takeaways From the Jaw-Dropping January Jobs Report](#)

[What We Learned About the US Economy This Past Week](#)

[5 Takeaways From the Massive Layoffs Hitting Big Tech Right Now](#)

[The Current Job Market is a 'Juggernaut'...Here are 6 Things to Know As a Job Seeker](#)

Looking Forward – Where the Economy is Headed and What it Means for Students, Workers, Community Colleges and Workforce Partners in the Bay Region

Based on the Congressional Budget Office's (CBO) [current assessment](#), economic growth will probably be slower in 2023 than the agency projected in May 2022 – reflecting recent developments (including higher interest rates) – but faster in 2024, as the economy recovers. Accordingly, rates of unemployment, inflation, and interest will probably be higher over the next two years than the CBO projected in May 2022. Slower economic growth and higher rates of unemployment, inflation, and interest increase federal deficits and debt.

One year ago in California, the [economic projections](#) by the Department of Finance predicted that both farm and non-farm employment would return to pre-pandemic levels by the end of 2022. This projection turned out to be correct.

Now, the question is **where will the California and Bay Region economies be a year from now?**

Governor Newsom's budget states that,

“The uncertain future paths for inflation and Federal Reserve policy pose short-term risks. If high inflation persists longer than expected or if the Federal Reserve policy causes greater pullbacks by businesses or individuals, the economy could tip into a mild recession.”

Recession fears and other factors are [already having an effect](#) on the budget, turning what Newsom and legislators thought was a nearly \$100 billion surplus last summer into a [multi-billion-dollar deficit](#) due to sharp declines in projected revenue, mostly taxes from high-income Californians.

The Public Policy Institute of California's (PPIC) also [provides some insight](#) on where California's economy may be headed going forward:

Maximizing Employment Depends On a Healthy Care Sector

The COVID-19 pandemic shined a stark light on women’s vulnerability in the workplace. During the height of the crisis, [unemployment among women](#) rose much higher than it did for men, and women were more likely to [leave the labor force](#) — the result of the overrepresentation of women, especially women of color, in hard-hit service jobs and frontline work, as well as women choosing to leave their jobs when confronted with increased health risks and school closures.

Today, **overall labor force participation rates for women—including women with children—are actually [above pre-pandemic levels](#)**. But **gaps between men and women are still large**, especially for women with children in the household; notable disparities also exist between women [with and without college degrees](#). If current trends in women’s employment persist, levels will likely fall short of what the labor market needs over the long term. Supporting families’ child care and elder care needs—including addressing the precarity of work in this sector—would help relieve a significant constraint on employment that disproportionately affects women.

Potential Signs of An Equitable Recovery

Early on, it looked like we would see a repeat of past recessions, which [worsened inequality](#). But as of October 2022, hopeful signs have surfaced: **Unemployment rates across racial/ethnic groups are all nearing pre-pandemic levels, and notably, the unemployment rate among Latino Californians is *lower* than before the pandemic (4.2% vs. 6.4%)**.

Regional gaps have also shrunk—inland areas with historically higher unemployment, including the Central Valley, Central Coast, and Far North, are faring better than before. In fact, all the California metros in which current non-farm employment has surpassed pre-pandemic levels are located inland.

Federal and State Investments in Infrastructure Projects

Federal investments from the Bipartisan Infrastructure Investment and Jobs Act, will bring \$45 billion to California over the next few years that will create employment and economic opportunity in the state and Bay region.

These federal investments will complement California’s [infrastructure investments](#) such as the [California Five-Year Infrastructure Plan](#) and the state’s [Transportation Infrastructure Package](#).

Climate Transition Initiatives Will Create New Jobs

In 2021, there were over 500,000 California workers employed in clean energy jobs. [The Inflation Reduction Act will expand these opportunities](#), bringing an estimated \$21 billion of investment in large-scale clean power generation and storage to California between now and 2030. The bill also provides a historic set of tax credits that will create jobs across solar, wind, storage, and other clean energy industries.

Manufacturers employ almost 1.3 million workers in California, and the Inflation Reduction Act will incentivize making the technologies of the future in the U.S. and in California— supporting local economies and strengthening supply chains. Federal investments will boost manufacturing of clean energy and transportation technologies, as well as a new Advanced Industrial Facilities Deployment Program to position the U.S. to lead the growing global market for clean steel, aluminum, cement, and more.

The [California Climate Commitment](#) will invest \$54 billion to fight climate change in California in the coming years and enact new world-leading measures that will cut pollution and deploy clean energy and new technologies, all while creating thousands of new jobs.

What Can Community Colleges and Workforce Partners Do To Better Attract, Retain and Prepare Students For the Job Market, As the Economy Continues to Rebound?

Community colleges are well positioned as a Bay Area Community College Consortium (BACCC) to play a major role in providing students and workers in the region with the relevant skills to secure employment and achieve economic mobility. Below are a few examples of BACCC funded Regional Joint Ventures (RJVs) and other regional projects BACCC supports that make a difference for students. More information about the strategies presented below can be found [here](#).

Partner With Local Employers to Increase Apprenticeships

Apprenticeships are growing in importance to industries and workforce development in California. The State Community College Chancellor's Office has shown its support of apprenticeships through **California Apprenticeship Initiative (CAI)** grants, and the governor's office has set a goal of 500,000 apprentices by 2029.

To reach this goal, BACCC funded a Regional Director of Apprenticeships to be a resource to colleges, industry, Workforce Development Boards, and others in the region to help build stronger apprenticeship programs by doing the following:

- Increase apprenticeship enrollment in college programs
- Assist industry in establishing apprenticeships
- Develop new apprenticeship programs
- Increase student employment in living wage jobs

For more information about **Bay Region Apprenticeships** contact **John Dunn** at John@baccc.net.

Expand Work-Based Learning

Work-based learning (WBL) is a strategy proven to increase employability and reduce skills gaps. The BACCC has funded a regional effort to expand WBL called **“Earn and Learn: Work-Based Learning and Employer Engagement.”** Earn & Learn provides colleges with resources to support and deepen career pathways with a variety of virtual professional development events, customized toolkits, and active Communities of Practice.

Earn and Learn’s cloud-based collaboration platform connects regional stakeholders, streamlines communication, tracks work-based learning activities, and provides real-time reporting on impacts. Here are some of the services Earn and Learn provides colleges and their partners:

- WBL readiness assessment
- Onboarding and access to the CRM
- Detailed WBL toolset to support staff, faculty and employers
- Workshops (District Leadership Collaboration, Employer Engagement 101 & 102, Internship Planning, and Internship Implementation)
- Monthly webinars on best practices

For more information about **Earn and Learn** contact **Gina Del Carlo** at gina@earnlearn.us.

Engage in Local Community Economic Recovery Fund (CERF) Efforts

Inclusive regional approaches such as the state’s [Community Economic Recovery Fund \(CERF\)](#) grants hold promise for creating a more sustainable and inclusive regional economy going forward.

The CERF grant funded in the Bay region is called the **“Bay Area High Road Transition Collaborative (BA-HRTC).”** All Home is the BA-HRTC’s regional convener and Bay Area Good Jobs Partnership for Equity (an association of ten workforce development boards across the nine-county Bay Area) is the fiscal agent.

The project re-envision regional economic development centered around equity, high-road employment, climate resilience, and shaped by workers and community members. BA-HRTC’s goals are to:

- Empower communities to participate in and lead regional development projects
- Build worker-industry partnerships that elevate worker voice and improve job quality, racial and gender equity, and climate resilience
- Invest in sub-regional economic planning
- Emphasize grassroots leadership of workers and disinvested communities
- Ensure meaningful community engagement
- Design projects that prioritize racial, economic, and environmental justice and
- Leverage existing Bay Area economic and workforce development efforts

For economic prosperity to reach all communities, better pathways to high-road jobs must be developed and adopt strategies to improve job quality, while supporting the Bay Area's sub-regional economies.

*For more information on the **Bay Area High Road Transition Collaborative** contact Jay Banfield at jbanfield@allhomeca.org.*

Expand Artificial Intelligence (AI) Curriculum to Meet Increased Workforce Demand

The [2022 McKinsey Global Survey on Artificial Intelligence \(AI\)](#) reported on the expansion of the technology's use since 2017 and notes that adoption has more than doubled since 2017, though the proportion of organizations using AI has plateaued 50% - 60% in the past few years. Survey results indicate that companies that see the highest financial returns from AI continue to pull ahead of competitors and show signs of faring better in the tight market for AI talent.

With regard to hiring, **software engineers** emerged as the AI role that organizations hired most often in the past year, more often than data engineers or data scientists. This is a clear sign that many organizations have largely shifted from experimenting with AI to actively embedding it in enterprise applications.

When it comes to sourcing AI talent, the most popular strategy is **reskilling existing employees**. Nearly half are doing so and survey data show there is **significant room to improve diversity on AI teams**, and – consistent with other studies, **diverse teams correlate with better performance**.

These survey findings present an opportunity for community colleges to develop curriculum focused on preparing software developers/engineers with the AI skills that companies need. Engaging women and BIPOC students in these programs will better position them in the labor market and help to improve the diversity of the AI workforce, while connecting with incumbent workers will help to reskill the existing workforce and ready them for AI related roles.

*For more information on **AI, Data Analytics and Cloud Computing programs at Bay Area Community Colleges** contact Ray Kaupp at ray@baccc.net.*