



DISTRICT PROFILE

SEPTEMBER 2025

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT



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California
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Colleges

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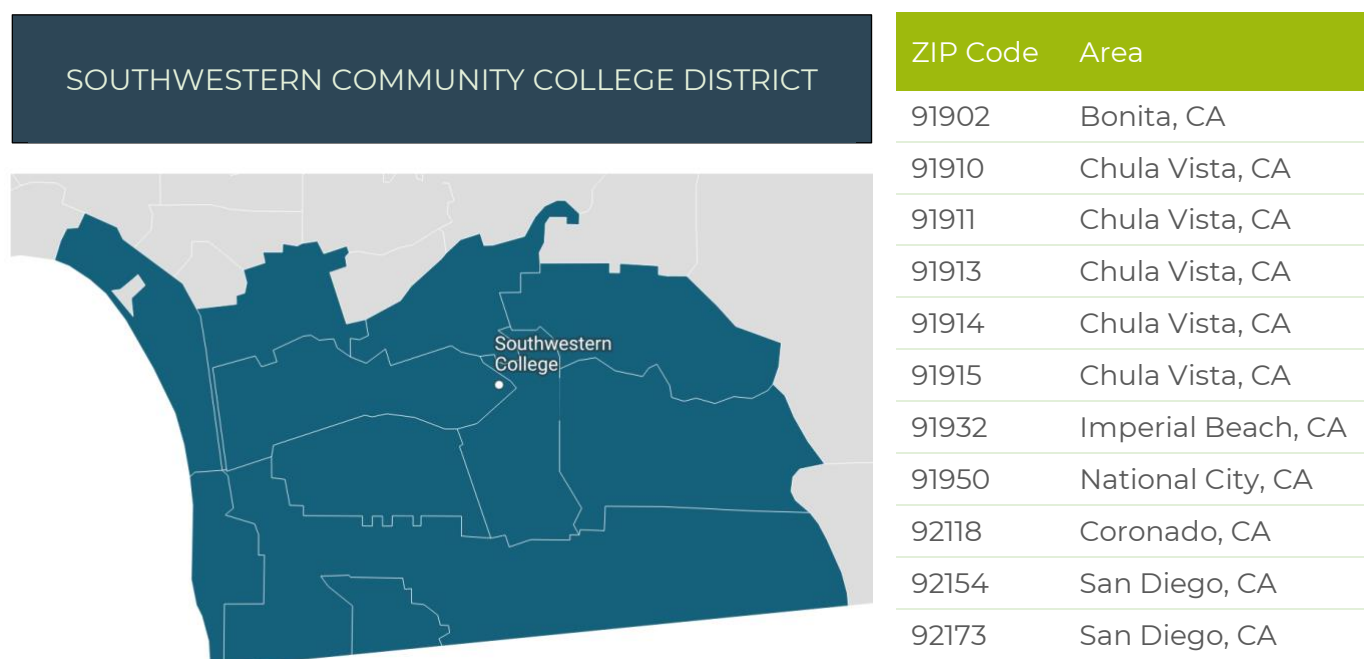
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INTRODUCTION

The California Community College (CCC) system consists of 73 districts, including six in the San Diego & Imperial region: Grossmont-Cuyamaca, Imperial, Palomar, MiraCosta, San Diego, and Southwestern.¹ The San Diego & Imperial Center of Excellence (COE) developed district profiles that provide an overview of demographics, household characteristics, leading industries, top occupations, and community college data within each district's service area. These reports are designed to help partners with grant writing, program development, and strategic planning by highlighting key community and workforce data for each district. The San Diego & Imperial COE also developed an interactive [Southwestern Community College District Dashboard](#)² to complement the data presented in this report.

Located in the southern part of San Diego County, Southwestern Community College District (CCD) is a single-college district that serves the communities of Bonita, Chula Vista, Imperial Beach, National City, Coronado, and San Diego. For the purpose of this report, Southwestern CCD is defined by the 11 ZIP codes in San Diego County listed in Exhibit 1. Details about how these ZIP codes were selected are provided in the Appendix, Methodology. Exhibit 2 features facts about the district related to demographics, jobs, industries, and community college students.

Exhibit 1: Southwestern CCD Service Area Map and ZIP Codes



¹ "Community Colleges Districts," California Community Colleges Chancellor's Office, accessed September 1, 2025, cocco.edu/Students/Find-a-College/Community-College-Districts.

² "Dashboard: Southwestern Community College District Profile," San Diego & Imperial COE, July 2025, public.tableau.com/views/SouthwesternCommunityCollegeDistrict-Profile/Dashboard1?:language=en-US&sid=&redirect=auth&display_count=n&origin=viz_share_link.

FAST FACTS

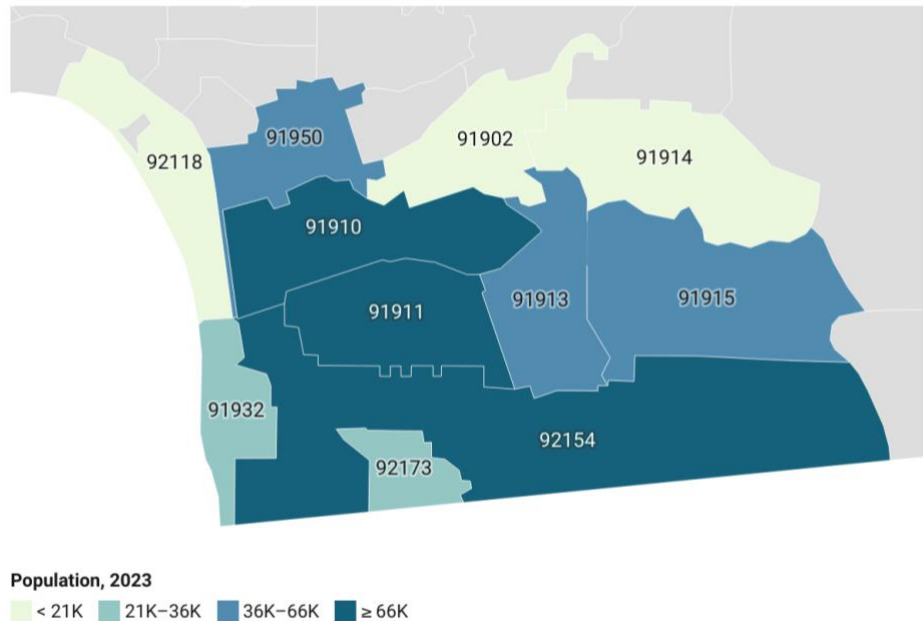
Exhibit 2: Fast Facts About San Diego County and Southwestern CCD

	San Diego County	Southwestern CCD
TOTAL POPULATION 2023	3,269,973	492,821
NEARING RETIREMENT (AGES 55+) 2023	28%	26%
TOTAL JOBS 2023	1,805,278	181,876
PROJECTED JOB GROWTH 2023-2028	4%	4%
ANNUAL JOB OPENINGS 2023-2028	221,885	23,843
	San Diego & Imperial	Southwestern CCD
COMMUNITY COLLEGES STUDENTS ENROLLED, 2023-24	175,055	26,842
DEGREES & CERTIFICATES AWARDED, 2021-22 to 2023-24	24,520	3,234

DEMOGRAPHICS

The population within the Southwestern CCD service area accounts for 15% of San Diego County's total population of approximately 3.2 million. In 2023, more than 490,000 residents lived within the district's service area, with ZIP codes 91911 and 92154 having the highest number of residents (Exhibit 3). Over the next five years, the population within this region is projected to decrease by 2%, or 5,679 residents (Exhibit 4). The ZIP codes projected to have the most growth during this five-year period are 91913 and 91915.

Exhibit 3: Map of Population in Southwestern CCD, 2023



**TOTAL
POPULATION
2023**

San Diego County
3,269,973

Southwestern CCD
492,821

Exhibit 4: Total Population by ZIP Codes, 2023-2028³

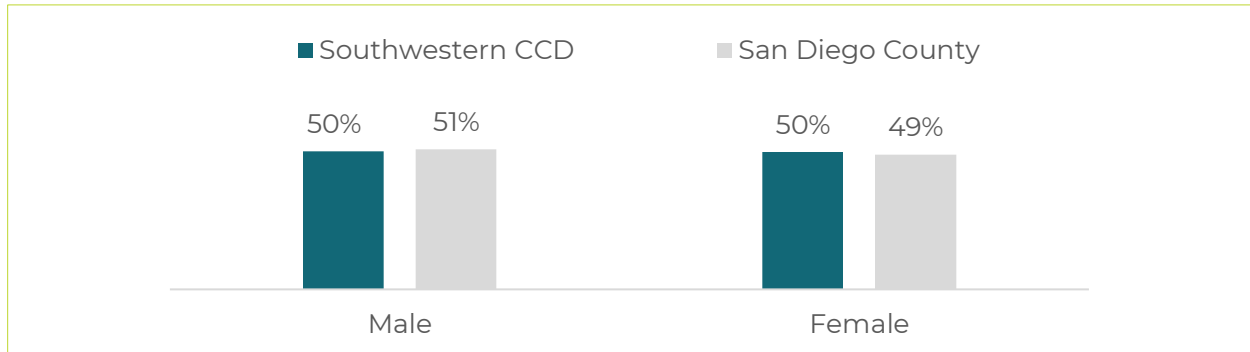
ZIP Code	Population, 2023	Population, 2028	Projected % Change
91911	88,270	87,406	-1%
92154	83,954	82,973	-1%
91910	74,947	73,256	-2%
91913	57,571	58,130	1%
91950	54,909	54,420	-1%
91915	36,498	36,794	1%
92173	24,947	24,654	-1%
91932	23,878	23,853	0%
92118	17,857	16,594	-7%
91902	16,868	16,062	-5%
91914	13,122	13,001	-1%
	492,821	487,142	-2%

³ Lightcast 2025.01. "Demographics by Location." 2023-2028.

Gender

In 2023, approximately 50% (247,020 residents) of Southwestern CCD's population identified as male, and 50% as female, or 245,801 residents (Exhibit 5). This breakdown is similar to San Diego County overall, where 51% identified as male and 49% as female (1,652,157 and 1,617,816, respectively).

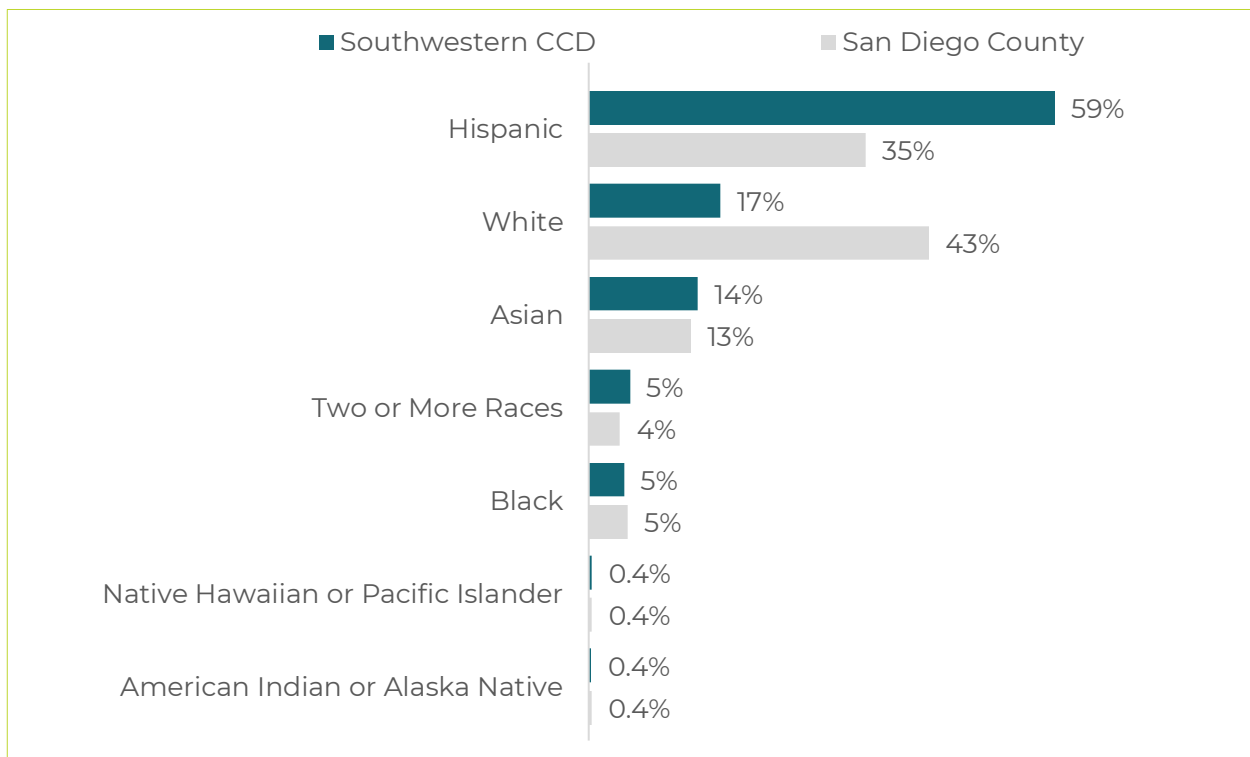
Exhibit 5: Gender in Southwestern CCD and San Diego County, 2023⁴



Race/Ethnicity

In terms of race/ethnicity, Southwestern CCD had a higher proportion of residents that identified as Hispanic (59%, or 289,598 residents) compared to the county overall (35%, or 1,140,733; Exhibit 6).

Exhibit 6: Race/Ethnicity in Southwestern CCD and San Diego County, 2023⁵



*May not total 100% due to rounding

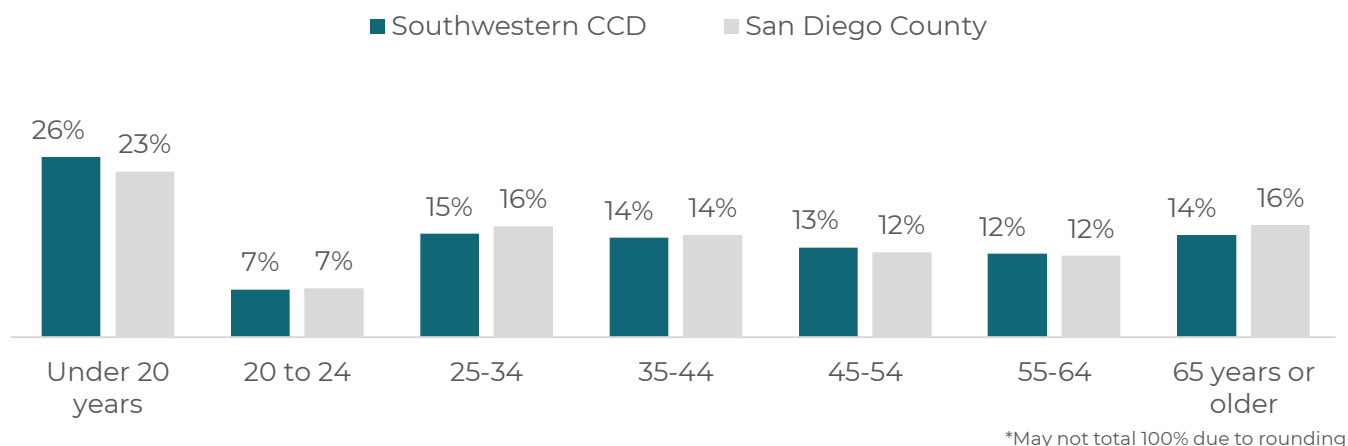
⁴ Lightcast 2025.01. "Demographic Overview." 2023.

⁵ Individuals who identified as Hispanic or Latino were grouped into a single "Hispanic" category, regardless of race. All other racial categories represent individuals of non-Hispanic origin. For additional information about race/ethnicity, see the Appendix, Methodology. Lightcast 2025.01. "Demographic Overview." 2023.

Age

According to the U.S. Bureau of Labor Statistics, the “prime-working-age” is between 25 and 54 years old,⁶ which was 41% of the Southwestern CCD’s population—204,157 residents. This proportion is similar to San Diego County overall, where 42% of the population, or over 1.3 million residents, falls within this age range. Regarding Southwestern CCD’s population nearing retirement age, approximately one in four residents was over 55 years old in 2023 (Exhibit 7). Please note that these figures focus on age and not labor force participation.

Exhibit 7: Age Breakdown in Southwestern CCD and San Diego County, 2023⁷



THE IMPLICATIONS OF AN AGING POPULATION

According to a report by Lightcast, the labor force participation rate (LFPR) among individuals over age 55 has steadily declined since 2020, presenting unique challenges for the labor market.⁸ This age group represents a significant share of the population—accounting for one in four Southwestern CCD residents. The growing difficulty of ensuring enough workers fill the gaps left by those retiring is intensifying. Understanding where these shortages exist in the region can help community colleges develop targeted, local strategies. This was a key focus of a report published by the San Diego & Imperial COE, which identified occupations with a high concentration of workers nearing retirement age.⁹ In addition, an aging population increases the need for services, such as senior care, long-term care, and caregiving support.¹⁰ As these needs continue to grow, community college districts must consider how to play a proactive role in preparing the workforce and supporting industries and employers that serve older adults.

⁶ Donna Rothstein, “Men who do not work during their prime years: What do the National Longitudinal Surveys of Youth data reveal?” Beyond the Numbers: Employment & Unemployment, U.S. Bureau of Labor Statistics, August 2019, accessed August 1, 2025, bls.gov/opub/btn/volume-8/male-nonworkers-nlsy.htm.

⁷ Lightcast 2025.01. “Demographic Overview.” 2023.

⁸ “Demographic Drought: The Rising Storm,” Lightcast, accessed May 1, 2025, datocms-assets.com/62658/1726526804-the_rising_storm_lightcast_final.pdf.

⁹ “Priority Jobs and Programs: Addressing Equity Gaps for a Diverse Workforce,” San Diego & Imperial COE, January 2025, accessed May 1, 2025, coeccc.net/san-diego-imperial/2024/12/priority-jobs-and-programs-addressing-equity-gaps-for-a-diverse-workforce.

¹⁰ “Senior Care Workforce Needs Study,” San Diego & Imperial COE, June 2024, accessed May 1, 2025, coeccc.net/san-diego-imperial/2024/06/senior-care-workforce-needs-study.

Educational Attainment

Across the ZIP codes that comprise the Southwestern CCD, the percentage of residents aged 25 and older with a high school education or less ranged from 11% to 63% (Exhibit 8). For comparison, 29% of more than 2.2 million residents aged 25 and over in San Diego County had attained the same level of education. The ZIP codes with the highest proportions of individuals at this education level were 92173, 91950, and 91911.

Exhibit 8: Educational Attainment in Southwestern CCD and San Diego County, 2023¹¹

	Population 25 years and over	High school graduate or less	Some college or associate degree	Bachelor's degree or higher
91902	13,001	26%	32%	43%
91910	54,739	37%	34%	29%
91911	57,492	49%	31%	19%
91913	36,458	25%	35%	40%
91914	11,393	23%	29%	48%
91915	21,966	19%	30%	51%
91932	17,728	44%	33%	24%
91950	38,953	52%	32%	17%
92118	13,095	11%	23%	66%
92154	54,692	48%	31%	21%
92173	17,976	63%	26%	11%
San Diego County	2,269,135	29%	29%	42%

*May not total 100% due to rounding

OPPORTUNITIES FOR ADULT LEARNERS

Several ZIP codes in the district have a notably high percentage of adults aged 25 and older whose highest level of education is a high school diploma or less. These areas stand out when compared to the county overall and may represent key targets for outreach efforts focused on high school equivalency and adult education programs. Understanding where these individuals are concentrated within the Southwestern CCD could also provide an opportunity to engage adult learners who may benefit from accessible, flexible pathways into higher education. Programs designed with adult learners in mind—such as evening classes, accelerated formats, and support services—can help meet both educational and community needs. To explore this, community colleges can consider the following reflection questions: What are the biggest barriers preventing adults from pursuing higher education, and how can community colleges help? How can community colleges better partner with local employers to create pathways that lead to sustainable employment? Do community colleges work with partners to ensure that support services (e.g., childcare, transportation assistance) reach adult learners?

¹¹ U.S. Census Bureau. "Educational Attainment." American Community Survey, ACS 5-Year Estimates Subject Tables, 2023, accessed May 1, 2025, data.census.gov/table/ACSST5Y2023.S1501?q=S1501:Educational+Attainment.

Veterans

Veterans represented 8% of San Diego County's adult population in 2023 (Exhibit 9). The ZIP codes with the highest concentration of veterans were 92118 and 91915.

Exhibit 9: Veterans, 2023¹²

	Civilian 18 Years and Over	Veterans
91902	13,980	11%
91910	60,013	7%
91911	64,626	5%
91913	39,655	11%
91914	12,701	9%
91915	22,927	14%
91932	19,433	9%
91950	42,910	6%
92118	12,240	15%
92154	61,561	7%
92173	20,339	3%
San Diego County	2,500,626	8%

Disability Status

In San Diego County, 11% of the population had a disability (Exhibit 10). The ZIP codes in the district with the highest concentration were 91950 and 92173.

Exhibit 10. Disability Status, 2023¹³

	Total Civilian Noninstitutionalized Population	With A Disability
91902	17,229	10%
91910	76,340	12%
91911	83,630	11%
91913	55,444	8%
91914	16,954	8%
91915	33,525	8%
91932	25,055	12%
91950	55,744	13%
92118	15,482	11%
92154	78,189	11%
92173	26,463	13%
San Diego County	3,171,172	11%

¹² U.S. Census Bureau. "Sex by Age by Veteran Status for the Civilian Population 18 Years and Over." American Community Survey, ACS 5-Year Estimates Subject Tables, 2023, accessed September 1, 2025, data.census.gov/table/ACSDT5Y2023.B21001.

¹³ U.S. Census Bureau. "Sex by Age by Disability Status." American Community Survey, ACS 5-Year Estimates Subject Tables, 2023, accessed May 1, 2025, data.census.gov/table/ACSDT5Y2023.B18101.



INCREASING ACCESS FOR PRIORITY POPULATIONS

Priority populations identified in the California Community Colleges Chancellor's Office Vision 2023 include economically disadvantaged adults and veterans. Increasing access for these groups and other priority populations would significantly expand enrollment across the community college system, a key objective of Vision 2030. Achieving this vision requires a strong focus on equitable access and developing educational pathways tailored to the needs of these populations.

To support this effort, a recent report by the San Diego & Imperial COE identified pathways for transitioning military service members to civilian employment.¹⁴ The San Diego & Imperial COE conducted this study to help community colleges, workforce organizations, and veteran-serving agencies better leverage labor market data to guide veterans and transitioning service members into meaningful civilian careers.

The following questions are intended to help community colleges reflect on how to better support these populations:

- 1) In what ways can community colleges improve access and reduce barriers for priority populations?
- 2) How can colleges use the data in this profile to identify service gaps and enhance support systems for priority populations?

¹⁴ "Military to Civilian Employment," San Diego & Imperial COE, May 2025, accessed September 1, 2025, coecc.net/san-diego-imperial/2025/05/military-to-civilian-employment.

English Language

According to the American Community Survey (ACS), a “limited English-speaking household” is one in which individuals over the age of 14 speak a language other than English and no one in the household speaks English “very well.” In San Diego County, 6% of households in 2023 were classified as limited English-speaking (Exhibit 11). The ZIP codes in the district with the highest concentration of these households include 92173 and 91950.

Exhibit 11: Limited English-Speaking Households, 2023¹⁵

	Total Households	Limited English-Speaking
91902	6,106	4%
91910	26,383	10%
91911	25,375	12%
91913	17,086	3%
91914	4,869	4%
91915	10,494	5%
91932	9,308	5%
91950	17,951	15%
92118	6,989	1%
92154	22,987	11%
92173	7,735	28%
San Diego County	1,159,822	6%

SUPPORT FOR SPECIAL POPULATIONS

To apply for Perkins V funds, institutions must assess and examine the needs of special populations, including economically disadvantaged individuals, individuals with disabilities, and those facing barriers to educational success, such as English language learners.¹⁶

Understanding where these populations are concentrated in each community college district can help colleges better target resources and inform strategies to support them effectively. As part of their comprehensive local needs assessments, community colleges may consider the following reflection questions:

- How can community colleges best support students from special populations?
- How can colleges design programs and services that are responsive these populations?
- In what ways can community colleges partner with community-based organizations to improve outreach and retention of students facing educational barriers?

¹⁵ U.S. Census Bureau. "Detailed Household Language by Household Limited English-Speaking Status." American Community Survey, ACS 5-Year Estimates Subject Tables, 2023, accessed May 1, 2025, data.census.gov/table/ACSDT5Y2023.B16002.

¹⁶ "Legislation and Regulations: Perkins V," U.S. Department of Education, accessed May 1, 2025, cte.ed.gov/legislation/perkins-v.

Household Characteristics

According to the U.S. Census Bureau, 10% of San Diego County's nearly 3.2 million residents (330,602) reported income below the poverty level in the past 12 months, as captured in the ACS. Within Southwestern CCD, the ZIP codes with the highest concentration of individuals living below the poverty level were 91932, 91950, and 92173—areas that also reported the lowest median household incomes (Exhibit 12). The ZIP code with the lowest median household income was 91950, at \$63,858.

Exhibit 12: Poverty Status and Median Household Income, 2023^{17,18}

	Total Population	Poverty Status in the Last 12 Months	Median Household Income
91902	17,369	6%	\$121,727
91910	77,086	10%	\$87,705
91911	83,949	11%	\$79,334
91913	56,828	6%	\$129,412
91914	17,000	4%	\$164,398
91915	35,211	6%	\$138,283
91932	25,825	15%	\$79,071
91950	56,129	14%	\$63,858
92118	16,425	5%	\$135,056
92154	80,054	11%	\$90,035
92173	26,457	14%	\$65,865
San Diego County	3,193,390	10%	\$102,285

The ACS captures household data that can help colleges identify areas with the greatest need for support services, including vehicle availability, internet access, and access to computers (Exhibit 13). The top ZIP codes with access needs were 91950 and 92173.

Exhibit 13: Vehicle Availability, Internet Access, and Computer Access, 2023^{19,20,21}

	Total Households	No Vehicle Available	No Internet Access in Household	No Computer in Household
91902	6,106	2%	9%	3%
91910	26,383	6%	7%	6%
91911	25,375	6%	6%	6%
91913	17,086	1%	1%	1%
91914	4,869	2%	1%	0%
91915	10,494	3%	0%	0%

¹⁷ U.S. Census Bureau. "Poverty Status in the Past 12 Months by Sex by Age." American Community Survey, ACS 5-Year Estimates Subject Tables, 2023, accessed May 1, 2025, data.census.gov/table/ACSDT5Y2023.B17001?q=B17001.

¹⁸ U.S. Census Bureau. "Median Household Income in the Past 12 Months (in 2023 Inflation-Adjusted Dollars)." American Community Survey, ACS 5-Year Estimates Subject Tables, 2023, accessed May 1, 2025, data.census.gov/table/ACSDT5Y2023.B19013?q=B19013.

¹⁹ U.S. Census Bureau. "Household Size by Vehicles Available." American Community Survey, ACS 5-Year Estimates Subject Tables, 2023, accessed May 1, 2025, data.census.gov/table/ACSDT5Y2023.B08201.

²⁰ U.S. Census Bureau. "Presence and Types of Internet Subscriptions in Household." American Community Survey, ACS 5-Year Estimates Subject Tables, 2023, accessed May 1, 2025, data.census.gov/table/ACSDT5Y2023.B28002.

²¹ U.S. Census Bureau. "Computers in Household." American Community Survey, ACS 5-Year Estimates Subject Tables, 2023, accessed May 1, 2025, data.census.gov/table/ACSDT5Y2023.B28010.

	Total Households	No Vehicle Available	No Internet Access in Household	No Computer in Household
91932	9,308	8%	8%	6%
91950	17,951	10%	12%	9%
92118	6,989	3%	1%	2%
92154	22,987	5%	4%	3%
92173	7,735	11%	11%	6%
San Diego County	1,159,822	5%	4%	3%

Labor Force Participation

In 2023, approximately two-thirds of the population in San Diego County participated in the labor force (Exhibit 14). The ZIP codes in the Southwestern CCD with the highest labor force participation rates were 91915 (70%), 91932 (70%), and 91913 (68%). Please note that individuals may not participate in the labor force due to a variety of reasons, including personal choice, ability status, employment opportunities, retirement, or other situational circumstances.

Exhibit 14: Labor Force Participation and Unemployment, 2023²²

	Population 16 Years and Over	In Labor Force	Unemployed ²³	Not In Labor Force	
				Male	Female
91902	14,607	59%	6%	34%	47%
91910	63,036	66%	8%	30%	38%
91911	68,009	66%	12%	28%	39%
91913	43,145	68%	6%	29%	34%
91914	13,559	64%	10%	27%	44%
91915	25,901	70%	4%	23%	38%
91932	20,886	70%	8%	27%	33%
91950	45,473	64%	8%	29%	43%
92118	15,456	61%	4%	29%	50%
92154	66,280	62%	8%	34%	44%
92173	20,970	63%	12%	28%	45%
San Diego County	2,666,773	66%	6%	28%	40%

²² U.S. Census Bureau. "Employment Status for the Population 16 Years and Over." American Community Survey, ACS 5-Year Estimates Subject Tables, 2023, accessed May 1, 2025, data.census.gov/table/ACSDT5Y2023.B23025.

²³ The percentage of unemployed workers is calculated based on those that are in the civilian labor force, and does not include those in the armed forces. Unemployed workers are actively looking for work during the last 4 weeks or are available to work, including individuals who lost a job or are re-entering the workforce.



WOMEN IN THE LABOR FORCE

According to a report by Lightcast, the labor force participation of US-born “prime-working-age women” (ages 25 to 54) has been slow to recover from the pandemic, with participation levels below 2019.²⁴ In San Diego County, there were notable gender differences. In 2023, two in five women did not participate in the labor force, compared to about one in four men. Within the district, the ZIP codes with the highest rates of females not participating in the labor force were 92118 (50%) and 91902 (47%). The report suggests that the rise of hybrid work and greater flexibility has likely helped women return; however, continuing to find ways to support women’s participation in the labor force remains crucial for building a strong and resilient labor market, particularly in roles where they are underrepresented. To help identify occupations with gender equity gaps, the San Diego & Imperial COE published a report that explored equity gaps in priority occupations.²⁵

The following questions are intended to help community colleges reflect on how to better support equitable representation of women in the workforce:

- 1) How could a marketing campaign be used to increase enrollment of women in priority programs at community colleges? What successes have colleges in the district had with these efforts?
- 2) What strategies has your college implemented to support the retention and completion of women in community college programs, particularly in fields in which they are underrepresented?

²⁴ “Demographic Drought: The Rising Storm,” Lightcast, accessed August 1, 2025, datocms-assets.com/62658/1726526804-the_rising_storm_lightcast_final.pdf.

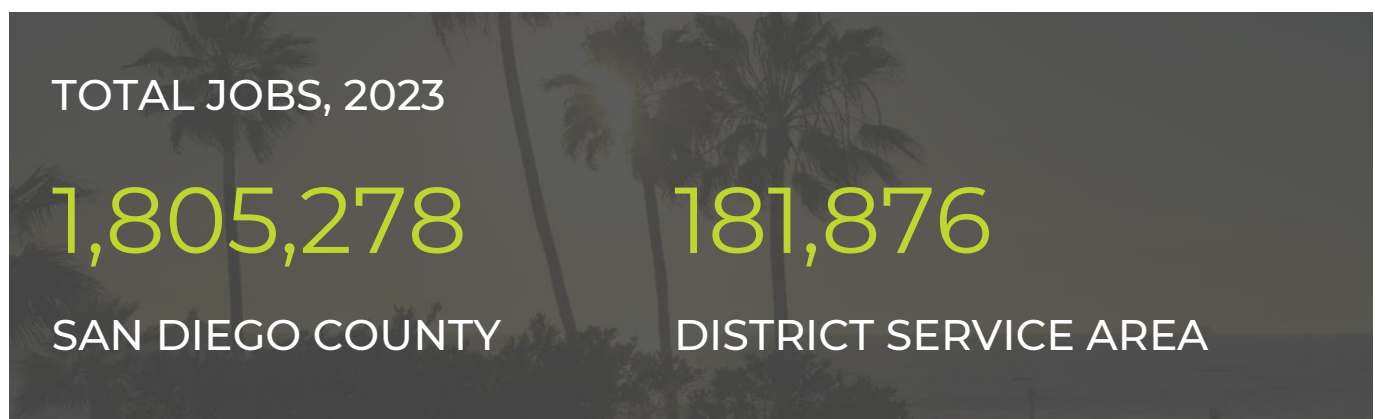
²⁵ “Priority Jobs and Programs: Addressing Equity Gaps for a Diverse Workforce”, San Diego & Imperial COE, January 2025, accessed August 1, 2025, coecc.net/san-diego-imperial/2024/12/priority-jobs-and-programs-addressing-equity-gaps-for-a-diverse-workforce.

ECONOMIC LANDSCAPE

Southwestern CCD plays a significant role in the economic activity of San Diego County. The following sections provide a detailed overview of the district's economic landscape, highlighting key industries, in-demand occupations, and online job postings. This analysis also identifies a sample of employers that drive local job opportunities and regional economic growth within Southwestern CCD.

Top Industries

In San Diego County, there were 1.8 million jobs in 2023, and 10% of these jobs, or 181,876, were located within the Southwestern CCD service area.²⁶



²⁶ Lightcast 2025.01; QCEW, Non-QCEW, Self-Employed.

The largest industries in Southwestern CCD by number of jobs were Public Safety and Government (20% of all jobs), Retail and Consumer Goods (13%), and Hospitality and Tourism (13%; Exhibit 15). The highest paying industries in the district were Information Communication Technologies and Digital Media (ICT-DM), with average earnings of \$174,014 earnings per job, and Life Sciences and Biotechnology, with average earnings of \$147,322.

Exhibit 15: Percentage of Jobs in Industry in Southwestern CCD and Avg. Earnings, 2023²⁷

		Avg. Earnings Per Job
Public Safety and Government	20%	\$105,542
Retail and Consumer Goods	13%	\$55,271
Hospitality and Tourism	13%	\$41,261
Business and Entrepreneurship	11%	\$80,655
Advanced Transportation and Logistics	9%	\$79,481
Education and Human Development	9%	\$39,058
Health	8%	\$94,719
Advanced Manufacturing	6%	\$101,502
Energy, Construction, and Utilities	5%	\$94,719
Other Services	2%	\$31,583
Life Sciences and Biotechnology	1%	\$147,322
Agriculture, Water, and Environmental Technologies	1%	\$76,202
ICT-Digital Media	1%	\$174,014

*May not total 100% due to rounding

²⁷ Lightcast 2025.01. "Industry Overview." 2023-2028.

Top Jobs

Between 2023 and 2028, the number of jobs in Southwestern CCD is expected to increase from 181,876 to 189,468, or by 4%, adding 7,592 jobs (Exhibit 16). Comparatively, California and San Diego County are projected to grow by 980,784 jobs (or 5%), and 80,535 jobs (or 4%), respectively.

Exhibit 16: Number of Jobs and Projected Percentage Change by Region, 2023-2028²⁸

Region	Jobs, 2023	Jobs, 2028	Job Change, 2023-2028	Projected % Change
California	20,465,006	21,445,790	980,784	5%
San Diego County	1,805,278	1,885,813	80,535	4%
Southwestern CCD	181,876	189,468	7,592	4%

ANNUAL JOB OPENINGS, 2023-2028

221,885

SAN DIEGO COUNTY

23,843

DISTRICT SERVICE AREA

PRIORITY JOBS IN THE DISTRICT

Between 2023 and 2028, employers in the district are projected to hire 23,843 workers annually, on average. In January 2025, the San Diego & Imperial COE published a report that identified “priority jobs” based on wage and demand thresholds. To explore priority jobs within the district, the San Diego & Imperial COE defined priority jobs as middle-skill occupations²⁹ with at least 20 projected annual job openings in the district service area between 2023 and 2028, and that pay at or above the living wage of \$26.01 per hour for a single adult in San Diego County.³⁰ Exhibit 17 highlights the top 20 middle-skill priority jobs in the district—17 of which also overlap with priority jobs in the county overall. The community colleges can use these lists to plan equity strategies and reflect on the following questions: 1) What outreach or recruitment strategies could help connect prospective students to training programs for priority jobs? 2) Has your college worked with local employers to promote hiring underrepresented groups in priority jobs?

²⁸ Lightcast 2025.01; QCEW, Non-QCEW, Self-Employed.

²⁹ Middle-skill jobs are traditionally defined as occupations that require education beyond a high school diploma, but less than a bachelor's degree, such as some college, an associate degree, or apprenticeship training. In recent years, some occupations also require a bachelor's degree, although approximately one-third of workers in those occupations have training consistent with community college offerings.

³⁰ Center for Women's Welfare, University of Washington. (2023). The self-sufficiency standard for California, 2023.

selfsufficiencystandard.org/California.

Exhibit 17: Top 20 Middle-Skill Priority Jobs in Southwestern CCD, 2023-2028

SOC	Occupational Title	Annual Job Openings	Entry-Level Earnings	Median Earnings	Typical Education	Sector
11-1021	General and Operations Managers*	212	\$63.27	\$76.68	Bachelor's	Retail and Consumer Goods
29-1141	Registered Nurses	142	\$51.18	\$63.63	Bachelor's	Health Care
43-1011	First-Line Supervisors of Office and Administrative Support Workers	138	\$26.82	\$31.72	HS diploma or equivalent	Business & Entrepreneurship
33-3051	Police and Sheriff's Patrol Officers	83	\$39.77	\$52.63	HS diploma or equivalent	Gov. or Public Safety
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers*	60	\$33.12	\$41.69	HS diploma or equivalent	Energy, Construction and Utilities
13-1081	Logisticians	58	\$37.13	\$48.08	Bachelor's	Advanced Transportation & Logistics
29-2061	Licensed Practical and Licensed Vocational Nurses	58	\$30.93	\$35.68	Postsecondary	Health Care
49-3011	Aircraft Mechanics and Service Technicians	52	\$31.43	\$38.38	Postsecondary	Advanced Manufacturing
51-1011	First-Line Supervisors of Production and Operating Workers	51	\$27.10	\$34.89	HS diploma or equivalent	Advanced Manufacturing
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	49	\$30.99	\$38.27	HS diploma or equivalent	Advanced Transportation & Logistics
13-1028	Buyers and Purchasing Agents	41	\$29.10	\$37.38	Bachelor's	Business & Entrepreneurship
43-6011	Executive Secretaries and Executive Administrative Assistants	39	\$32.04	\$37.95	HS diploma or equivalent	Health Care
29-1292	Dental Hygienists	38	\$51.81	\$52.15	Associate	Business & Entrepreneurship
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	38	\$26.32	\$31.12	HS diploma or equivalent	Advanced Transportation & Logistics
33-2011	Firefighters	36	\$26.06	\$33.06	Postsecondary	Gov. or Public Safety
11-3071	Transportation, Storage, and Distribution Managers*	34	\$37.72	\$49.96	HS diploma or equivalent	Advanced Transportation & Logistics
33-3021	Detectives and Criminal Investigators	33	\$48.13	\$55.65	HS diploma or equivalent	Gov. or Public Safety
47-2073	Operating Engineers and Other Construction Equipment Operators	29	\$30.48	\$38.63	HS diploma or equivalent	Advanced Transportation & Logistics
53-2031	Flight Attendants	28	\$33.10	\$44.65	HS diploma or equivalent	Energy, Construction and Utilities
23-2011	Paralegals and Legal Assistants	24	\$26.13	\$29.72	Associate	Other

All jobs featured in Exhibit 17 are priority jobs in San Diego County and those noted with an asterisk () are priority jobs in Southwestern CCD only. Please note that annual job openings and wages reflect data for the ZIP codes within the district.

Top Employers

In Southwestern CCD, over 16,600 businesses span across a variety of sectors, including Business and Entrepreneurship; Energy, Construction and Utilities; and Advanced Transportation and Logistics. Exhibit 18 summarizes the number of businesses in Southwestern CCD that are registered as women-owned, minority-owned, and veteran-owned.³¹




Exhibit 18: Total Businesses Registered as Women-, Minority-, and Veteran-Owned

Women-Owned	Minority-Owned	Veteran-Owned
1,156	519	181

Based on employment data for the Southwestern CCD service area, a sample of top employers are featured in Exhibit 19 and include National School District, Sweetwater Union High School District, and Chula Vista and Elementary School District. Southwestern CCD also ranks as a key employer among businesses in the district area.

Exhibit 19: Sample Employers with Location in Southwestern CCD

 <p>SAMPLE BUSINESSES WITH 250+ EMPLOYED AT LOCATION</p>	Company Name
	National School District
	Sweetwater Union High School District
	Chula Vista Elementary School District
	Co-Production International, Inc.
	Centro De Salud De La Comunidad De San Ysidro
	The Vons Companies, Inc.
	Canyon Furniture Company
	Southwestern Community College District
	Home Depot, Inc.
	San Ysidro School District

³¹ EconoVue. "Economic and Workforce Data Dashboard." 2025. Accessed June 4, 2025. econovue.com.

Company Name

Lockheed Martin Services, LLC

Northgate Gonzalez, Inc.

Dixieline Lumber Company, LLC

CHG Foundation

Sharp Healthcare

Boys & Girls Clubs of South County

The John Collins Co, Inc.

TDK-Lambda Americas, Inc.

Merchants Landscape Services, Inc.

Jensen Meat Company, Inc.



SAMPLE
BUSINESSES WITH

<250

EMPLOYED AT
LOCATION



Online Job Postings

Businesses in cities within the Southwestern CCD posted a total of 240,080 unique job postings between January 2024 and December 2024. For comparison, there were 375,286 unique online job postings across San Diego County during the same period. The most commonly posted occupation was “Registered Nurses” (Exhibit 20). The most requested specialized skills were project management, marketing, and auditing. The top certification was Basic Life Support Certification. Please note that online job posting data was only available at the city and county level, not by ZIP code. To estimate postings within the district, the San Diego & Imperial COE used city-level data, which may include ZIP codes beyond those listed in Exhibit 1. As a result, these figures may overestimate the number of postings specific to the district’s service area.

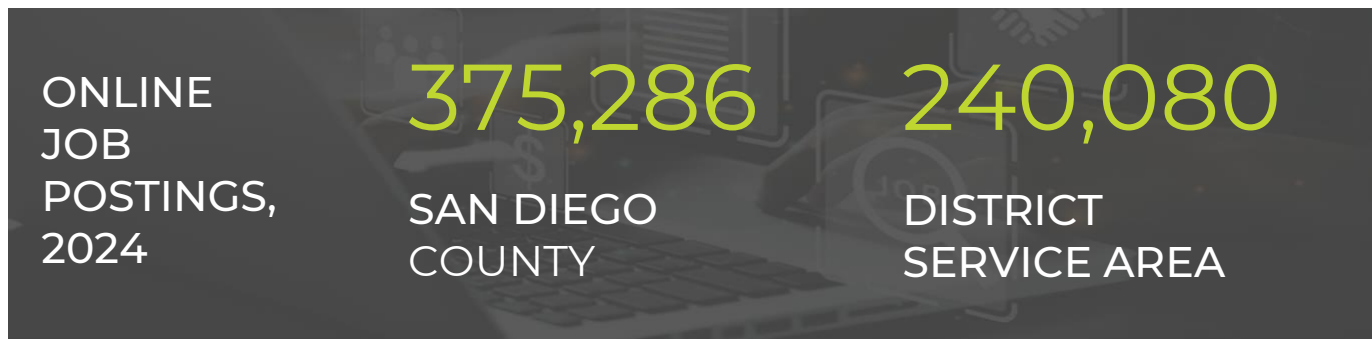


Exhibit 20: Top 10 Occupations, Skills, and Certifications in Job Postings, 2024³²

Top Occupations	Top Specialized Skills	Top Certifications
Registered Nurses	Project Management	Basic Life Support Certification
Retail Salespersons	Marketing	Registered Nurse
Software Developers	Auditing	Cardiopulmonary Resuscitation Certification
Computer Occupations, All Other	Accounting	Secret Clearance
Customer Service Representatives	Finance	Security Clearance
Sales Representatives, Wholesale and Manufacturing	Computer Science	Advanced Cardiovascular Life Support Certification
Medical and Health Services Managers	Nursing	First Aid Certification
First-Line Supervisors of Retail Sales Workers	Selling Techniques	Neonatal Resuscitation Program Certification
Secretaries and Administrative Assistants	Merchandising	Food Handler's Card
Project Management Specialists	Workflow Management	Licensed Vocational Nurse

³² Lightcast 2025.01. “Job Posting Analytics.” January 2024–December 2024.

STUDENT OUTCOMES

Southwestern CCD includes one community college in the San Diego & Imperial region: Southwestern College. In program year 2023-24, Southwestern CCD served a total of 26,842 students, accounting for 15% of all students across San Diego & Imperial Community Colleges (Exhibit 21). This figure includes all general admit students enrolled in at least one term during the selected year.

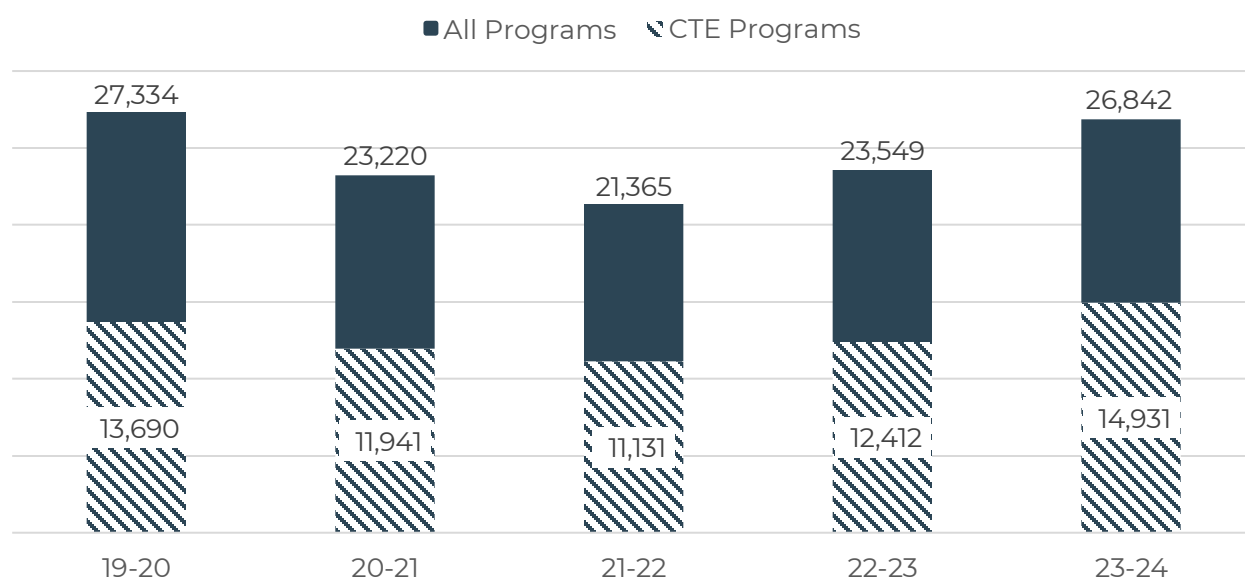
Exhibit 21: General Admit Students Enrolled in All Programs, 2023-24³³

STUDENTS ENROLLED, 2023-24

San Diego & Imperial Community Colleges	Southwestern CCD
175,055	26,842

Exhibit 22 displays student enrollment trends in Southwestern CCD from 2019–20 to 2023–24. Enrollment declined between 2019–20 and 2021–22, and although it gradually increased in subsequent years, it remained below pre-pandemic levels in 2023–24. Students enrolled in Career Technical Education (CTE) programs accounted for 56% of all students enrolled in 2023–24, with CTE enrollment showing a net increase of 9% since 2021–22.

Exhibit 22: General Admit Students Enrolled in All Programs and CTE Programs at Southwestern CCD, 2019-20 to 2023-24

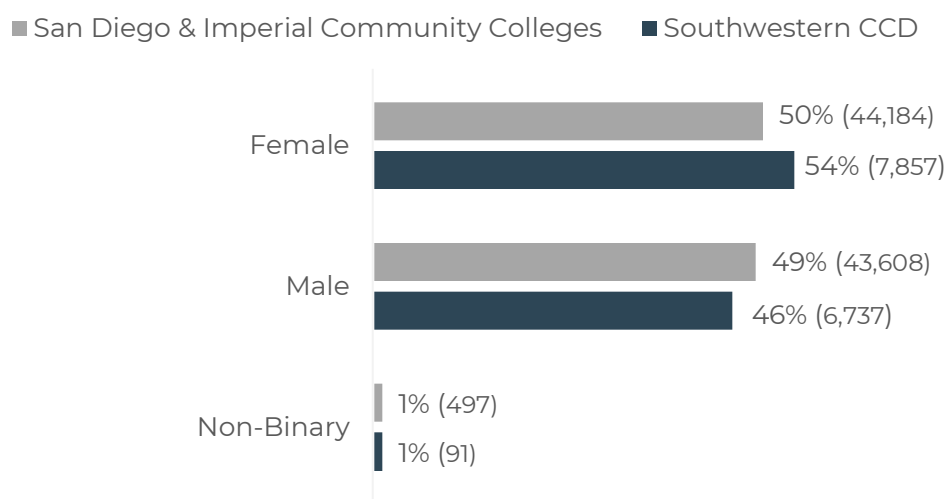


³³ "General Admit Students," DataVista, Program Years 2019-20 to 2023-24, accessed September 1, 2025, datavista.cccco.edu/data_views/metric_themes_nsa.

Student Demographics

Focusing on the demographics of CTE students in the 2023-24 academic year, 50% identified as female, 49% as male, and 1% as non-binary across San Diego & Imperial Community Colleges (Exhibit 23). In Southwestern CCD, more than half of CTE students identified as female (54%), 46% as males, and 1% as non-binary.

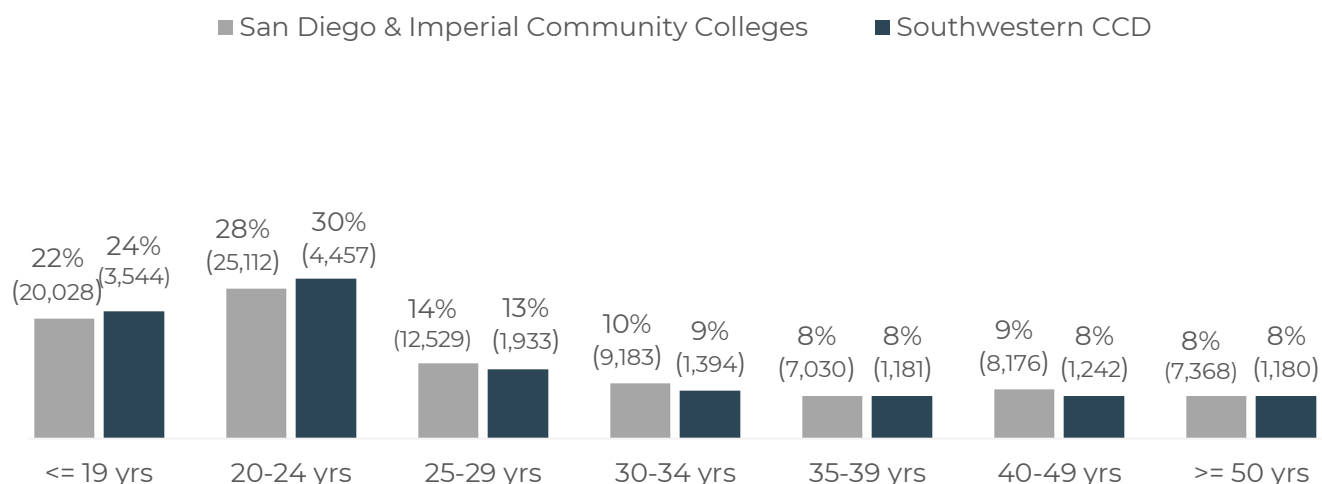
Exhibit 23: CTE Students in San Diego & Imperial Community Colleges and Southwestern CCD by Gender, 2023-24³⁴



*Unknown/non-respondents were excluded. May not total 100% due to rounding.

More than half of CTE students in Southwestern CCD were under 24 years of age (54%), compared to 50% across all community colleges in the region (Exhibit 24).

Exhibit 24: CTE Students in San Diego & Imperial Community Colleges and Southwestern CCD by Age, 2023-24³⁵



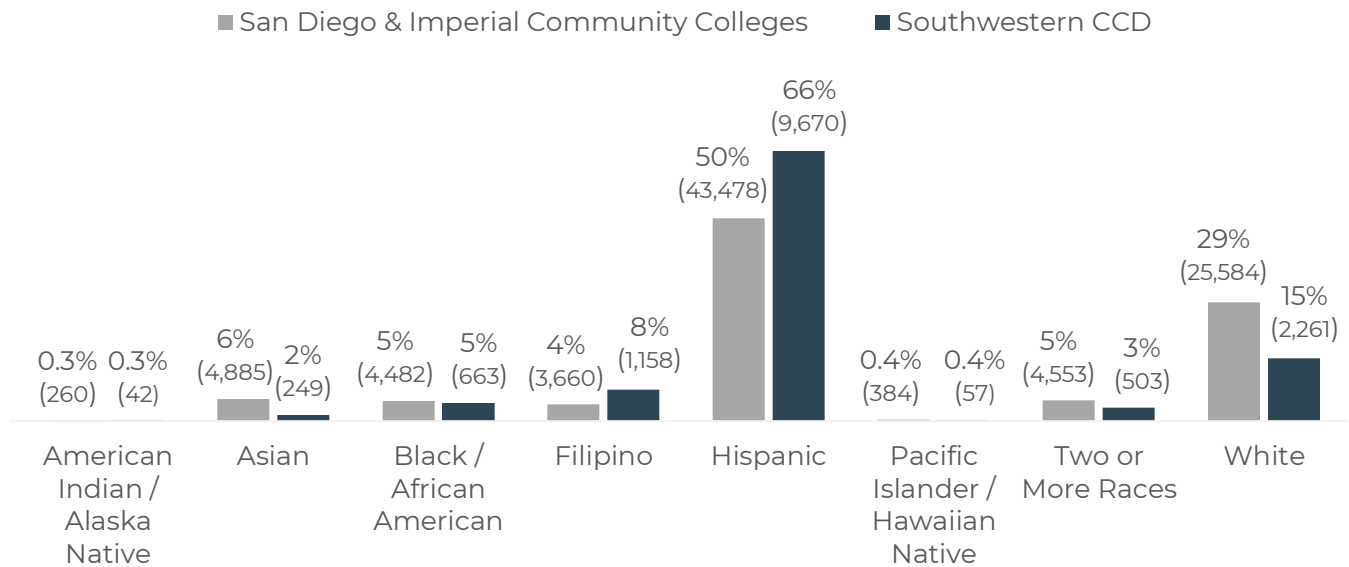
*May not total 100% due to rounding.

³⁴ "General Admit Students Disaggregated by Gender," DataVista, Program Years 2023-24, accessed July 1, 2025, datavista.cccco.edu/data_views/metric_themes_nsa.

³⁵ "General Admit Students Disaggregated by Age," DataVista, Program Years 2023-24, accessed July 1, 2025, datavista.cccco.edu/data_views/metric_themes_nsa.

In terms of race/ethnicity, two out of three students in Southwestern CCD identified as Hispanic, compared to one out of two students across the San Diego & Imperial Community Colleges overall (Exhibit 25).

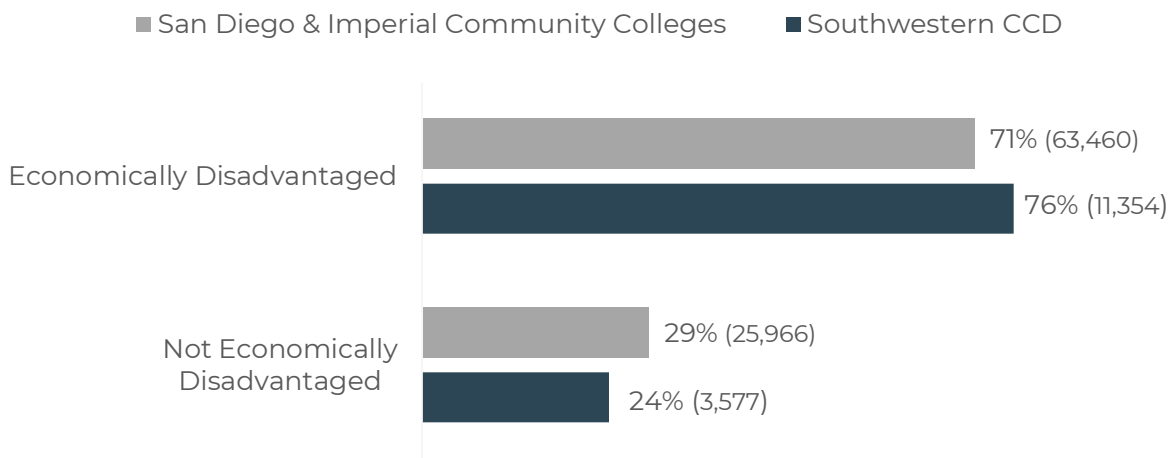
Exhibit 25: CTE Students in San Diego & Imperial Community Colleges and Southwestern CCD by Race/Ethnicity, 2023-24³⁶



*Unknown/non-respondents were excluded. May not total 100% due to rounding.

A higher proportion of students in Southwestern CCD qualified as economically disadvantaged, 76%, compared to 71% across the San Diego & Imperial Community Colleges (Exhibit 26).

Exhibit 26: CTE Students in San Diego & Imperial Community Colleges and Southwestern CCD by Economic Disadvantage, 2023-24³⁷



³⁶ "General Admit Students Disaggregated by Race/Ethnicity," DataVista, Program Years 2023-24, accessed July 1, 2025, datavista.cccco.edu/data_views/metric_themes_nsa.

³⁷ "General Admit Students Disaggregated by Economically Disadvantaged," DataVista, Program Years 2023-24, accessed July 1, 2025, datavista.cccco.edu/data_views/metric_themes_nsa.

Community College Programs

Based on data from the California Community Colleges Chancellor's Office Curriculum Inventory (COCI), Southwestern CCD offers over 250 degrees and certificates.³⁸ The number of awards (certificates or degrees) conferred by community colleges can be estimated by analyzing the number of awards across Taxonomy of Programs (TOP) codes. Using a three-year average of degrees and certificates awarded (program year 2021-22 to 2023-24), the San Diego & Imperial Community Colleges conferred over 24,500 for-credit awards in the region (Exhibit 27). In Southwestern CCD, an average of 3,234 degrees and certificates were awarded annually, representing 13% of for-credit awards across all community colleges in the region. Note that these figures exclude non-credit awards and more details are in the Appendix, Methodology

Exhibit 27: 3-Year Average of Degrees and Certificates Awarded, 2021-22 to 2023-24³⁹

DEGREES/CERTIFICATES AWARDED, 2021-22 to 2023-24

San Diego & Imperial Community Colleges	Southwestern CCD
24,520*	3,234

*Non-credit awards were excluded.

When evaluating CTE programs across community colleges in the district, Exhibit 28 shows the programs with the highest average number of awards conferred in the last three academic years, including Business Administration (TOP 0505.00), Administration of Justice (TOP 2105.00), and Health Professions, Transfer Core Curriculum (TOP 1260.00).

Exhibit 28: 3-Year Average of For-Credit Awards for Top CTE Programs, 2021-22 to 2023-24⁴⁰

TOP Code	TOP6 Title	3-Year Average Awards
0505.00	Business Administration	240
2105.00	Administration of Justice	153
1260.00	Health Professions, Transfer Core Curriculum	148
1250.00	Emergency Medical Services	95
1230.30	Certified Nurse Assistant	87

³⁸ Based on active or approved programs as of April 2025. "California Community Colleges Chancellor's Office Curriculum Inventory (COCI)," California Community Colleges Chancellor's Office, accessed April 1, 2025, coci2.ccctechcenter.org/programs.

³⁹ California Community Colleges Chancellor's Office. Data Mart. Accessed March 1, 2025. datamart.cccco.edu.

⁴⁰ California Community Colleges Chancellor's Office. Data Mart. Accessed March 1, 2025. datamart.cccco.edu.

Southwestern College offers a wide range of academic and CTE programs, and Exhibit 29 shows that Southwestern College trains for a variety of the top 20 middle-skill jobs identified in Exhibit 17.

Exhibit 29: Existing Programs that Train for Top Jobs in Southwestern CCD⁴¹

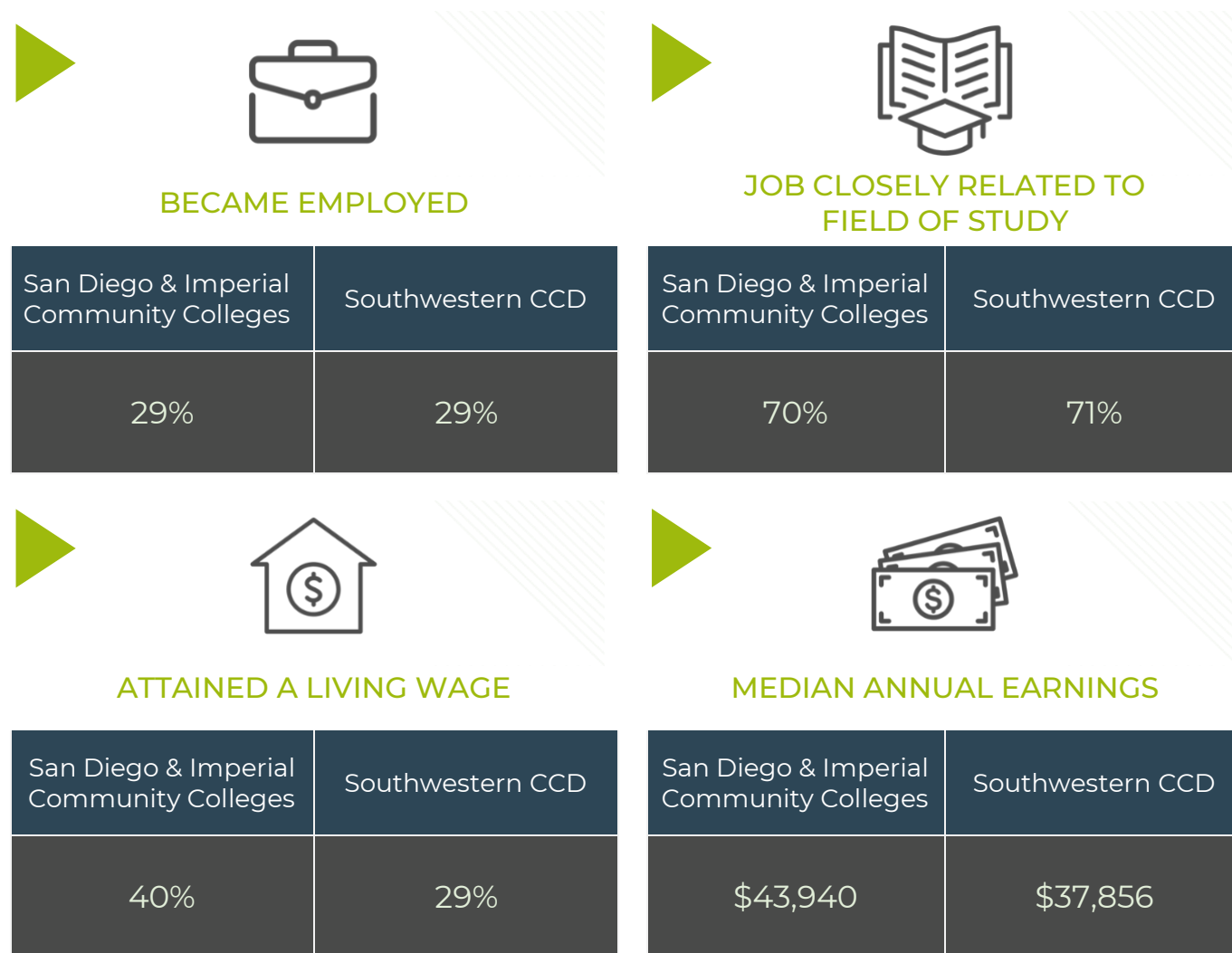
SOC	Occupational Title	Southwestern College
49-3011	Aircraft Mechanics and Service Technicians	
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	
13-1028	Buyers and Purchasing Agents	•
29-1292	Dental Hygienists	•
33-3021	Detectives and Criminal Investigators	•
43-6011	Executive Secretaries and Executive Administrative Assistants	•
33-2011	Firefighters	•
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	•
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	•
43-1011	First-Line Supervisors of Office and Administrative Support Workers	•
51-1011	First-Line Supervisors of Production and Operating Workers	
53-2031	Flight Attendants	
11-1021	General and Operations Managers	•
29-2061	Licensed Practical and Licensed Vocational Nurses	•
13-1081	Logisticians	•
47-2073	Operating Engineers and Other Construction Equipment Operators	
23-2011	Paralegals and Legal Assistants	•
33-3051	Police and Sheriff's Patrol Officers	•
29-1141	Registered Nurses	•
11-3071	Transportation, Storage, and Distribution Managers	•

⁴¹ Please note that existing programs are based on the TOP codes that train for these occupations, and programs may exist under a different TOP code. This list includes active or approved programs, and some programs may have become inactive since the publication of this report. "California Community Colleges Curriculum Inventory (COCI)," California Community Colleges Chancellor's Office, accessed April, 2025, coci2.ccctechcenter.org/programs.

Success Outcomes

According to the California Community Colleges DataVista, 29% of students in CTE programs across San Diego & Imperial Community Colleges and the Southwestern CCD found employment after exiting the system (Exhibit 30).⁴² Among those employed, approximately five out of seven students worked in a job closely related to their field of study. In terms of wages, 29% of CTE students in Southwestern CCD attained a living wage, compared to a regional average of 40%. Median annual earnings in Southwestern CCD for CTE students were \$37,832, approximately \$6,100 below students' median annual earnings across regional community colleges.

Exhibit 30: Strong Workforce Program Student Outcomes, 2021-22 to 2022-23⁴³



⁴² "Strong Workforce Program Report," DataVista, California Community Colleges, accessed July 1, 2025, datavista.cccco.edu.

⁴³ The most recent data available for all metrics was the academic year 2022-23, except for "Job Closely Related to Field of Study" which was the academic year 2021-22.

METHODOLOGY

The San Diego & Imperial COE developed district profiles that provide an overview of demographics, household characteristics, leading industries, priority occupations, and community college data within the district service area. For this report, the San Diego & Imperial COE defined Southwestern CCD by the ZIP codes featured in Exhibit 1. These ZIP codes were selected with input from the district, and only ZIP codes that are within San Diego County were included in this analysis. Please note that while the ZIP codes in Exhibit 1 represent the district's service area, they do not necessarily reflect where students reside, as students may attend an institution from any ZIP code.

To analyze household and population characteristics, the San Diego & Imperial COE used data from the U.S. Census Bureau's American Community Survey (ACS), which is a nationwide survey that provides detailed population and housing information. When referencing ZIP code-level data, the ACS does not use U.S. Postal Service (USPS) ZIP codes, but instead uses ZIP code tabulation areas (ZCTAs).⁴⁴ These ZCTAs enable mapping and demographic analysis and are geographic representations developed by the Census Bureau to approximate USPS ZIP codes.⁴⁵ However, please note that although these estimates closely resemble ZIP codes, they may not be an exact match and should be interpreted as generalized geographic areas. To produce reliable statistics for geographic areas, the ACS also publishes five-year estimates which combine data collected over a five-year period. These estimates are more statistically stable than one-year estimates, particularly for smaller populations.⁴⁶ Thus, five-year estimates were used in this analysis.

The demographic and labor market information (i.e., industry data, occupational data, and online job postings) featured in this report was sourced from Lightcast (2025.2). The backbone of ZIP-level employment data is Lightcast's county-level data, which is built using the U.S. Bureau of Labor Statistics Quarterly Census of Employment and Wages (QCEW) dataset, which is the most complete source of employment data available in the United States.⁴⁷ Note that the labor market data in this brief focuses on employment data within the district, unless noted. For example, Exhibit 15 summarizes the percentage of jobs for each industry and average earning based on jobs within the district only, and may reflect different prominent industries compared to other areas of San Diego County.

When reporting on race and ethnicity for demographics, the San Diego & Imperial COE acknowledges that federal data classifications do not fully capture the population's growing diversity. The categories used in this report follow federal reporting guidelines, which separate race (e.g., White, Black or African American, Asian) from ethnicity and is limited to two options: Hispanic and Non-Hispanic. Individuals who identify as Hispanic may belong to

⁴⁴ U.S. Census Bureau, "ZIP Code Tabulation Areas (ZCTAs)," accessed September 1, 2025, [census.gov/programs-surveys/geography/guidance/geo-areas/zctas.html](https://www.census.gov/programs-surveys/geography/guidance/geo-areas/zctas.html).

⁴⁵ U.S. Census Bureau, "ZIP Code Tabulation Areas (ZCTAs)," accessed September 1, 2025, [census.gov/programs-surveys/geography/guidance/geo-areas/zctas.html](https://www.census.gov/programs-surveys/geography/guidance/geo-areas/zctas.html).

⁴⁶ "ZIP-Level Employment Data," Lightcast, accessed September 1, 2025, kb.lightcast.io/en/articles/6957501-zip-level-employment-data.

⁴⁷ U.S. Census Bureau, "ZIP Code Tabulation Areas (ZCTAs)," accessed September 1, 2025, [census.gov/programs-surveys/geography/guidance/geo-areas/zctas.html](https://www.census.gov/programs-surveys/geography/guidance/geo-areas/zctas.html).

any racial group.⁴⁸ To avoid double-counting, this report groups all individuals of Hispanic origin into a single category, regardless of race, and all remaining racial categories represent individuals who identified as non-Hispanic.⁴⁹

The San Diego & Imperial COE also selected priority jobs by identifying middle skills jobs that met the criteria outlined in this report. Middle-skill jobs are traditionally defined as occupations that require education beyond a high school diploma, but less than a bachelor's degree, such as some college, an associate degree, or apprenticeship training. In recent years, some occupations also require a bachelor's degree, although approximately one-third of workers in those occupations have training consistent with community college offerings. The criteria for top jobs required that occupations have at least 20 projected annual job openings between 2023 and 2028 within the district service area, and pay entry-level wages at or above the living wage of \$26.01 per hour for a single adult in San Diego County.⁵⁰

Community college program data was obtained from the California Community Colleges Chancellor's Office Curriculum Inventory (COCI) to identify active or approved programs as of April 2025.⁵¹ To identify active programs, each Standard Occupational Classification (SOC) code for top jobs was cross-referenced with the Taxonomy of Programs (TOP) to Classification of Instructional Programs (CIP) crosswalk to determine the most relevant instructional program areas. Keyword searches within COCI were also conducted to capture additional programs that may not have been directly evident from crosswalk matches. Broader keyword searches using Google were performed to identify any additional programs connected to the target occupations. Separately, previously developed labor market briefs and reports from the district's colleges were reviewed to identify any additional program-to-occupation linkages. Confirmed programs were then mapped to each college based on curriculum availability. Please note that the status of programs may have changed since the publication of this report.

To report student outcomes for the district, the San Diego & Imperial COE used data from California Community Colleges DataVista.⁵² This source provided information on student enrollment, student demographics, and strong workforce program student outcomes. The most recent data available for all metrics was the 2022–23 academic year, except for “Job Closely Related to Field of Study,” which reflects data from 2021–22. Please note that unknown/non-respondent and masked categories were not included in the calculation of percentages. DataVista includes data for general admit students, which are defined as those who were enrolled in at least one term during the selected year in either credit, non-credit, or both, and did not meet the criteria for special admit status—typically reserved for K–12 students enrolled in college courses.

⁴⁸ U.S. Census Bureau, “About Race and Ethnicity,” 2023, accessed September 1, 2025. [census.gov/topics/population/race/about.html](https://www.census.gov/topics/population/race/about.html).

⁴⁹ U.S. Census Bureau, “About Race and Ethnicity,” 2023, accessed September 1, 2025. [census.gov/topics/population/race/about.html](https://www.census.gov/topics/population/race/about.html).

⁵⁰ Center for Women's Welfare, University of Washington. (2023). The self-sufficiency standard for California, 2023. selfsufficiencystandard.org/California.

⁵¹ “California Community Colleges Chancellor's Office Curriculum Inventory (COCI),” California Community Colleges Chancellor's Office, accessed September 1, 2025, coci2.ccctechcenter.org/programs.

⁵² “General Admit Students” DataVista, Program Years 2023–2024, datavista.cccco.edu/data_views/metric_themes_nsa.

The San Diego & Imperial COE also reported the three-year average of the number of awards conferred across TOP codes.⁵³ This brief only includes awards that are reported to Data Mart, which may not capture all non-credit awards. For additional information on non-credit programs and the occupations they train for, refer to the San Diego & Imperial COE's report, *Opportunities for Adult Education to Close Entry-Level Job Gaps*.⁵⁴

⁵³ California Community Colleges Chancellor's Office. Data Mart. Accessed March 1, 2025. datamart.cccco.edu.

⁵⁴ "Opportunities for Adult Education to Close Entry-Level Jobs Gap," San Diego & Imperial COE, October 2024, accessed August 1, 2025, coeccc.net/san-diego-imperial/2024/10/opportunities-for-adult-education-to-close-entry-level-job-gaps.

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IMPORTANT DISCLAIMERS

All representations included in this report have been produced from primary research and a review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the San Diego & Imperial Center of Excellence (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

