



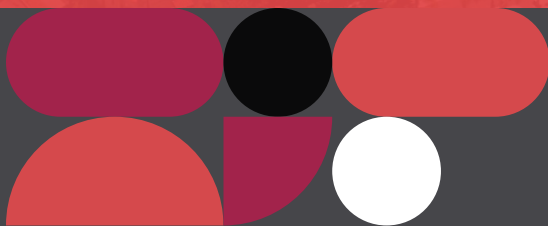
FOR LABOR MARKET RESEARCH  
SOUTH CENTRAL COAST

SPRING 2026



District Profile:

# Santa Barbara Community College District



POWERED BY



California  
Community  
Colleges

# • Table of Contents

|   |           |
|---|-----------|
| <b>Table of Contents</b> .....  | <b>2</b>  |
| <b>Table of Exhibits</b> .....  | <b>3</b>  |
| <b>Executive Summary</b> .....  | <b>5</b>  |
| Demographic Findings .....  | 5         |
| Demand and Supply Findings .....  | 5         |
| Santa Barbara Community College District: Labor Market Fast Facts .....     | 6         |
| <b>Introduction</b> .....   | <b>7</b>  |
| District Overview.....  | 7         |
| Santa Barbara Community College District: Demographics Fast Facts.....      | 8         |
| <b>Labor Market Analysis</b> .....  | <b>10</b> |
| High, Medium, and Low Quality Occupations.....                              | 10        |
| A Well-Equipped Future Workforce .....                                      | 11        |
| Occupational Landscape .....  | 12        |
| District Labor Market Key Facts.....  | 12        |
| High-Quality Occupations.....   | 14        |
| Medium-Quality Occupations .....  | 15        |
| Low-Quality Occupations .....   | 16        |
| <b>Advanced Manufacturing</b> .....   | <b>20</b> |
| <b>Advanced Transportation and Logistics</b> .....                          | <b>24</b> |
| <b>Agriculture, Water, and Environmental Technologies</b> .....             | <b>28</b> |
| <b>Business and Entrepreneurship</b> .....                                  | <b>32</b> |
| <b>Education and Human Development</b> .....                                | <b>36</b> |
| <b>Energy, Construction and Utilities</b> .....                             | <b>39</b> |
| <b>Health</b> .....   | <b>44</b> |
| <b>Information and Communication Technologies (ICT)/Digital Media</b> ..... | <b>49</b> |
| <b>Life Sciences and Biotechnology</b> .....                                | <b>53</b> |
| <b>Other/Unassigned</b> .....   | <b>55</b> |
| <b>Public Safety</b> .....  | <b>58</b> |
| <b>Retail, Hospitality, and Tourism</b> .....                               | <b>61</b> |
| <b>Appendix A: Data Sources and Methodology</b> .....                       | <b>65</b> |
| Service Area ZIP Codes .....  | 65        |
| Demographic Data.....   | 66        |
| Labor Market Data .....   | 67        |
| Supply.....   | 68        |
| <b>Appendix B: Endnotes</b> .....   | <b>69</b> |

# • Table of Exhibits

|  |    |
|--|----|
| Exhibit 1: Historical Employment and Projected Occupational Demand in the District Service Area, 2019–2029 .....   | 13 |
| Exhibit 2: Number of Occupations by Job Quality Level.....   | 13 |
| Exhibit 3: Share of 2024 Jobs by Quality Level.....  | 13 |
| Exhibit 4: Current Employment, Projected Occupational Demand, and Entry-Level Wages of Occupations by CCCCCO Sector .....  | 17 |
| Exhibit 5: Total Number of 2024 Jobs and Annual Openings by CCCCCO Sector in the District Service Area .....   | 18 |
| Exhibit 6: Annual Openings by Occupational Skill Level and SBCCD Awards Conferred by CCCCCO Sector.....  | 19 |
| Exhibit 7: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Advanced Manufacturing Middle-Skill Occupations .....                              | 21 |
| Exhibit 8: Advanced Manufacturing Awards (Degrees and Certificates) .....  | 23 |
| Exhibit 9: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Advanced Transportation and Logistics Middle-Skill Occupations .....               | 25 |
| Exhibit 10: Advanced Transportation and Logistics Awards (Degrees and Certificates) .....  | 27 |
| Exhibit 11: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Agriculture, Water, and Environmental Technologies Middle-Skill Occupations ..... | 30 |
| Exhibit 12: Agriculture, Water, and Environmental Technologies Awards (Degrees and Certificates) .....   | 31 |
| Exhibit 13: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Business and Entrepreneurship Middle-Skill Occupations.....                       | 33 |
| Exhibit 14: Business and Entrepreneurship Awards (Degrees and Certificates).....   | 35 |
| Exhibit 15: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Education and Human Development Middle-Skill Occupations.....                     | 38 |
| Exhibit 16: Education and Human Development Awards (Degrees and Certificates).....   | 39 |
| Exhibit 17: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Energy, Construction, and Utilities Middle-Skill Occupations .....                | 41 |
| Exhibit 18: Energy, Construction, and Utilities Awards (Degrees and Certificates) .....  | 44 |
| Exhibit 19: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Health Middle-Skill Occupations.....  | 46 |
| Exhibit 20: Health Awards (Degrees and Certificates) .....   | 49 |
| Exhibit 21: Current Employment, Projected Occupational Demand, and Entry-Level Wages for ICT/Digital Media Middle-Skill Occupations.....                                   | 51 |
| Exhibit 22: ICT/Digital Media Awards (Degrees and Certificates).....   | 52 |
| Exhibit 23: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Life Sciences and Biotechnology Middle-Skill Occupations.....                     | 55 |
| Exhibit 24: Life Sciences and Biotechnology Awards (Degrees and Certificates).....   | 55 |
| Exhibit 25: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Other/Unassigned Middle-Skill Occupations.....                                    | 57 |
| Exhibit 26: Other/Unassigned Awards (Degrees and Certificates) .....   | 58 |

TABLE OF EXHIBITS, CONTINUED

Exhibit 27: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Public Safety Middle-Skill Occupations ..... 60

Exhibit 28: Public Safety Awards (Degrees and Certificates) ..... 61

Exhibit 29: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Retail, Hospitality, and Tourism Middle-Skill Occupations..... 63

Exhibit 30: Retail, Hospitality, and Tourism Awards (Degrees and Certificates)..... 64

Exhibit 31: Santa Barbara Community College District Service Area ZIP Codes ..... 66



## • Executive Summary

This District Profile was prepared by the South Central Coast Center of Excellence (SCC COE) to provide a demographic overview and labor market analysis of the Santa Barbara Community College District (SBCCD) service area. This District Profile supports Santa Barbara City College, which SBCCD operates, in aligning educational programs with middle-skill occupations. The following points highlight key findings related to the SCC COE's analysis of the SBCCD service area.

### Demographic Findings

- Within the service area, there are 207,294 residents. White individuals account for the largest percentage of the population, and most residents are within either the Pre-Career/College Age (24 or Younger) (36%) or Later Career/Retirement (50 and Older) (36%) age groups.
- Approximately 22% of the service area population have completed a high school diploma or less as their highest level of education, 25% have completed some college or an associate degree, and 30% have completed a bachelor's degree.
- The median household income within the service area is \$119,551, the second highest of all districts in the SCC Region. Approximately 14% of residents live below the poverty line, the second highest poverty rate of all districts in the SCC Region.

## Demand and Supply Findings



### Demand

- There are 136,724 jobs throughout the service area. The 714 occupations analyzed in this report accounted for 99% of all jobs (135,367) and are projected to grow 3% through 2029.
- There is projected to be 17,161 annual job openings throughout the service area. Of those, 37% (6,267) are for middle-skill occupations.
- Sectors with the highest demand for middle-skill occupations are Business and Entrepreneurship (1,774 openings), Health (1,586 annual openings), and Education and Human Development (660).



### Supply

- From 2021 to 2024, SBCCD conferred an annual average of 955 career education awards.
- The highest number of awards were conferred in Health (282) programs, followed by Business and Entrepreneurship (261), and Information and Communication Technologies (ICT) and Digital Media (103).
- The Taxonomy of Program (TOP) codes that had the highest number of awards conferred are Business Administration (140), Health Information Technology (74), Administration of Justice (69), and Child Development/Early Care and Education (69).
- Life Sciences and Biotechnology is the only sector for which SBCCD does not offer programs.



### Labor Gap

- Across all occupations and programs, the demand of 17,161 annual job openings and supply of 955 awards indicate there is an overall labor gap of 16,206 awards.
- When considering only middle-skill occupations, the gap is smaller (5,312 awards) but still significant.
- Sectors with the largest labor gaps for middle-skill occupations are Business and Entrepreneurship; Health; Education and Human Development; and Retail, Hospitality, and Tourism.

EXECUTIVE SUMMARY, CONTINUED

## Santa Barbara Community College District: Labor Market Fast Facts

### Labor Market Demand Data Points



**714**

Occupations



**135,367**

2024 Jobs



**17,161**

Annual Openings



**4,447**

Five-Year Change



**3%**

Five-Year % Change



**\$25.96**

Entry-Level Wages

### Labor Market Supply Data Points



**53**

Programs  
(TOP Codes)



**955**

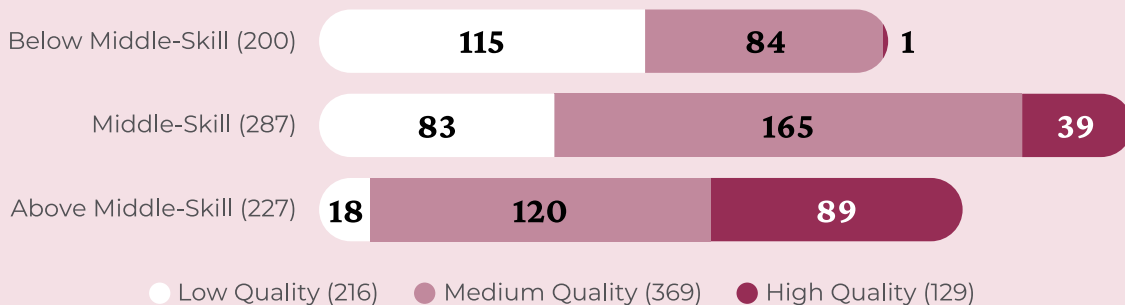
Awards



**Business Administration**

Top Program

### Job Quality by Occupational Skill Level



## • Introduction

The South Central Coast Center of Excellence for Labor Market Research (SCC COE) has produced six community college District Profiles to assist with collaborative efforts to enhance career education programs and facilitate alignment with labor market opportunities specific to each community college district's service area in the SCC Region, which encompasses four counties stretching from Northern Los Angeles County to San Luis Obispo County. These District Profiles present an assessment of labor market demand and the supply of community college awards (degrees and certificates) from programs aligned with the 12 sectors designated by the California Community Colleges Chancellor's Office (CCCCO).

### District Overview

The Santa Barbara Community College District (SBCCD) serves as a hub for accessible, high-quality education along California's South Central Coast. The district operates **Santa Barbara City College**, which provides a broad spectrum of programs that support transfer pathways, career technical education, workforce development, and student support services.

Strategically located in Santa Barbara, the District connects students to the opportunities of the South Central Coast region while serving the unique educational and workforce needs of the local community. Through strong partnerships with industry, K-12 schools, and community organizations, SBCCD advances student success, economic growth, and lifelong learning across the region.

The SBCCD service area includes the South County portion of Santa Barbara County, running from the Ventura County line along the coast up through Goleta and its surrounding areas. The SBCCD service area is geographically diverse, home to both coastal and inland communities, and is driven by the hospitality and tourism industries, with emerging opportunities in developing areas such as the Blue Economy and technology, including advancements in nanofabrication and semiconductors. However, the City of Santa Barbara is one of the most expensive places to live across the state and in 2025 ranked as the most unaffordable city in the country.<sup>31</sup> To address these challenges, it is integral for SBCCD to align education and training with regional workforce needs while supporting economic mobility and employer demand.

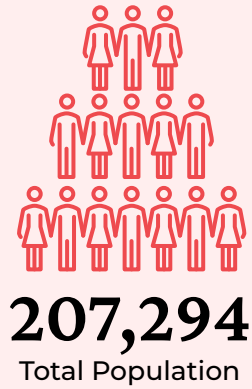


INTRODUCTION, CONTINUED

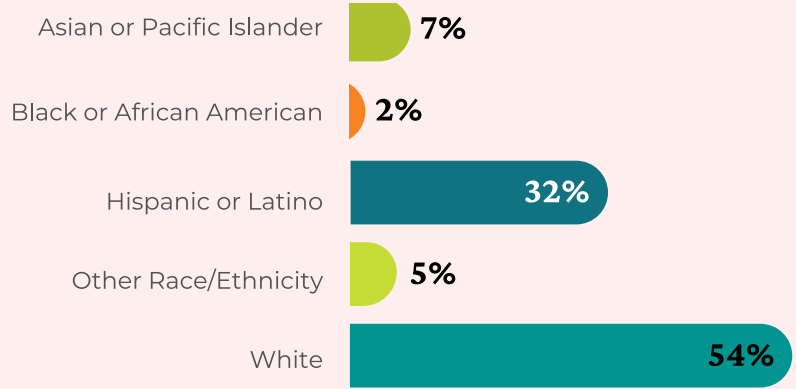
### Santa Barbara Community College District: Demographics Fast Facts

The SBCCD service area is home to over 207,000 residents. Of those, 54% are white, 32% are Hispanic or Latino, and 7% are Asian or Pacific Islander.

#### Population

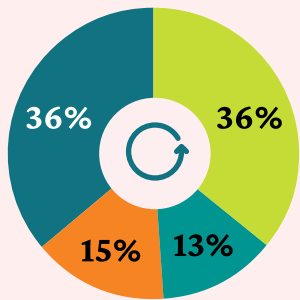


#### Race and Ethnicity



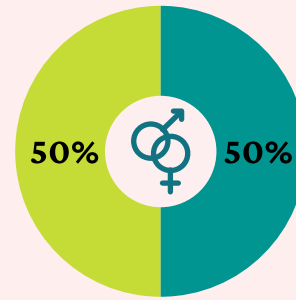
Just over one-third of SBCCD service area residents are either Later Career/Retirement (50 and Older) age or Pre-Career/College Age (24 or Younger) (36% each). The SBCCD service area is split evenly between women and men.

#### Age



- Pre-Career/College Age (24 or Younger)
- Early Career (25 to 34)
- Mid-Career (35 to 49)
- Later Career/Retirement (50 and Older)

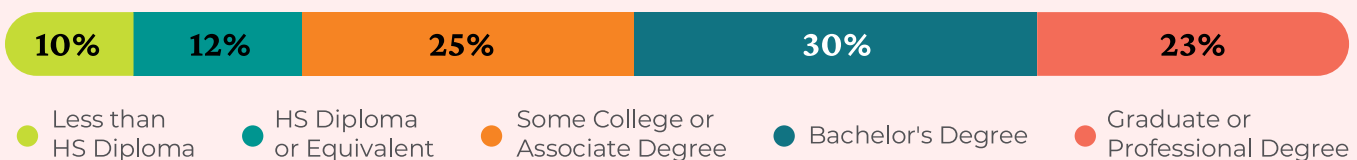
#### Sex



- Female
- Male

Approximately 25% of SBCCD service area residents have completed some college or an associate degree as their highest level of education and 30% have completed a bachelor's degree. Only 10% of residents have completed less than a high school diploma.

#### Educational Attainment



- Less than HS Diploma
- HS Diploma or Equivalent
- Some College or Associate Degree
- Bachelor's Degree
- Graduate or Professional Degree

INTRODUCTION, CONTINUED

## Santa Barbara Community College District: Demographics Fast Facts

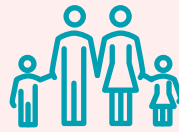
Examining data related to Special Populations shows that 10% of SBCCD service area residents have a disability. Less than 1% of youth are foster youth and approximately 3% of the adult population are veterans.

### Special Populations



**10%**

People with Disabilities



**0.1%**

Foster Youth



**3%**

Veterans

When considering household data, 4% of households have limited English proficiency, while 7% are single parent households.

### English Proficiency



**4%**

Limited English Proficient Households

### Single Parent Households



**8%**

Single Parent Households

The median household income in the SBCCD service area is \$119,551, the second highest of all SCC Region districts. However, 14% of the population is below the poverty line, which is also the second highest rate of all SCC Region districts. Throughout the service area, 42% of women and 35% of men are not in the labor force, indicating that labor force participation is generally average.

### Economic Stability Indicators



**\$119,551**

Median Household Income



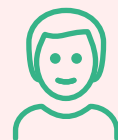
**14%**

Below Poverty Line



**42%**

Women Not in the Labor Force



**35%**

Men Not in the Labor Force

# • Labor Market Analysis

## High, Medium, and Low Quality Occupations

This analysis considers the job quality level of occupations using nine criteria that combine traditional labor market indicators with specific measures of job quality. The methodology builds on the framework introduced in the *South Central Coast Labor Market Landscape*<sup>23</sup> and *High-Quality Occupations Profile: Santa Barbara County*<sup>24</sup> reports, which were published by the SCC COE in Fall 2025 and focused exclusively on identifying High-Quality occupations within the region. The analysis in this District Profile expands the framework to classify occupations across three tiers — High, Medium, and Low Quality — providing a more comprehensive view of the district's service area labor market.



**Based on the SCC COE's Job Quality methodology and key indicators, the criteria used to classify occupations include:**

- **Job Growth and Demand** — traditional labor market indicators such as total employment, projected five-year percentage growth, and the number of annual job openings are used to assess the demand for each occupation.
- **Wages** — wage analysis compares entry-level earnings to established living-wage thresholds, including the Self-Sufficiency Standard (SSS) and the MIT Living Wage for the county in which each district is located.
- **Benefits** — job quality is also measured by the availability of employer-sponsored benefits, specifically the percentage of workers in an occupation who receive employer-provided health insurance.
- **Automation Risk** — occupations are evaluated based on their susceptibility to automation, with greater weight given to jobs with a lower risk of automation.
- **Hours Worked** — typical hours worked are examined to understand the stability and structure of employment within each occupation.
- **Reputation and Ranking** — the analysis also considers whether an occupation is recognized in national rankings such as the U.S. News & World Report Best Jobs list.

**796**  
Total  
BLS  
Occupations



**82**  
Removed  
Due to Lack  
of Data



**714**  
Total  
Occupations  
Analyzed



## LABOR MARKET ANALYSIS, CONTINUED

Together, these indicators provide a multidimensional view of job quality, identifying not only High-Quality jobs but also occupations that may offer moderate or lower levels of job quality across the district service area.

For comparison purposes, each profile provides a breakdown showing the share of middle-skill jobs (those typically requiring a community college education), alongside the share of below middle-skill jobs (those typically requiring a high school diploma or less) and above-middle-skill jobs (those typically requiring a bachelor's degree or higher). The analysis presents the occupational titles and Standard Occupational Classification (SOC) codes assigned to the 796 occupations catalogued by the Bureau of Labor Statistics. Of the 796 occupations, complete data was available for 714 occupations. Also provided are the Taxonomy of Programs (TOP) codes associated with each community college program that align with these occupations.

### **A Well-Equipped Future Workforce**

By highlighting the district's alignment with local economic needs, this report aims to provide a comprehensive look at how the district supports the prosperity of students, as well as the Santa Barbara County and South Central Coast regional economies. While regional reports produced by the SCC COE offer valuable insights for broad decision making, this series is designed to go a step further by focusing on individual districts and the counties which they serve.

Findings from this District Profile can inform future investments by community college districts and support strategies implemented through the Strong Workforce Program (SWP) Regional Plan, ensuring that students gain the skills and knowledge necessary to thrive in promising careers.

## LABOR MARKET SPOTLIGHT

## **Santa Barbara's High Cost of Living**

The SBCCD service area is a premier tourist destination that covers a geographically diverse area stretching from the coastline to inland mountains. Despite a high median household income of nearly \$120,000, the SBCCD service area has the second highest percentage of individuals living below the poverty line (14%) when compared to all districts in the SCC Region. Throughout the county, 1 in 6 adults and 1 in 5 children are living at or below the poverty line, totaling over 70,000 individuals.<sup>25</sup>

The high cost of living is also reflected in the MIT Living Wage for Santa Barbara County, which is the highest (\$30.98) out of all districts in the SCC Region. This high cost of living is driven by housing costs. Data from the U.S. Census Bureau shows that the median home value in the City of Santa Barbara is \$1,414,300. Though the median monthly rent is \$2,374, rent is 35% of household income or more for 50% of renters.<sup>26</sup>

These high costs make it difficult to live and work in the SBCCD service area, especially due to the concentration of jobs that pay far below the living wage. Residents have stated that housing costs have forced friends and family to move out of the City of Santa Barbara. This issue also has effects on the workforce, with workers often having difficulty finding affordable housing, especially those in low-wage jobs such as those in Retail, Hospitality, and Tourism.<sup>27</sup> Though tourism revenues have recovered and surpassed pre-COVID-19 pandemic levels, employment in Leisure and Hospitality has not fully recovered.<sup>28</sup> However, luxury hotels in Santa Barbara are reporting record revenues despite reduced staffing levels. Despite increased tourism demand, there has been little movement on raising wages and employers are focused on labor intensification to meet demand with fewer employees.<sup>29</sup>

Though the city and county are taking steps to address the high cost of living by building workforce housing that will provide affordable housing for low- to moderate-income workers, it is important to identify living wage jobs that will enable the SBCCD service area population to live and work in their communities to ensure future prosperity.

LABOR MARKET ANALYSIS, CONTINUED

### Occupational Landscape

The district service area accounted for 136,724 jobs in 2024, representing 13% of all jobs in the South Central Coast Region (nearly 1.05 million jobs).<sup>30</sup> The number of jobs in the district service area is expected to grow 3% through 2029, resulting in 17,335 projected annual openings due to new job growth and replacement needs. Approximately 32% of the 796 occupations have entry-level wages that exceed the Self-Sufficiency Standard (\$29.80 for Santa Barbara County) and 29% have entry-level wages that exceed the 2025 MIT Living Wage (\$30.98 for Santa Barbara County).

### District Labor Market Key Facts



**136,724**

Number of Jobs  
in 2024



**+4,528**

5-Year Change  
in Jobs through 2029



**3%**

5-Year Percent  
Change in Jobs



**17,335**

Annual Openings  
(2024–2029)



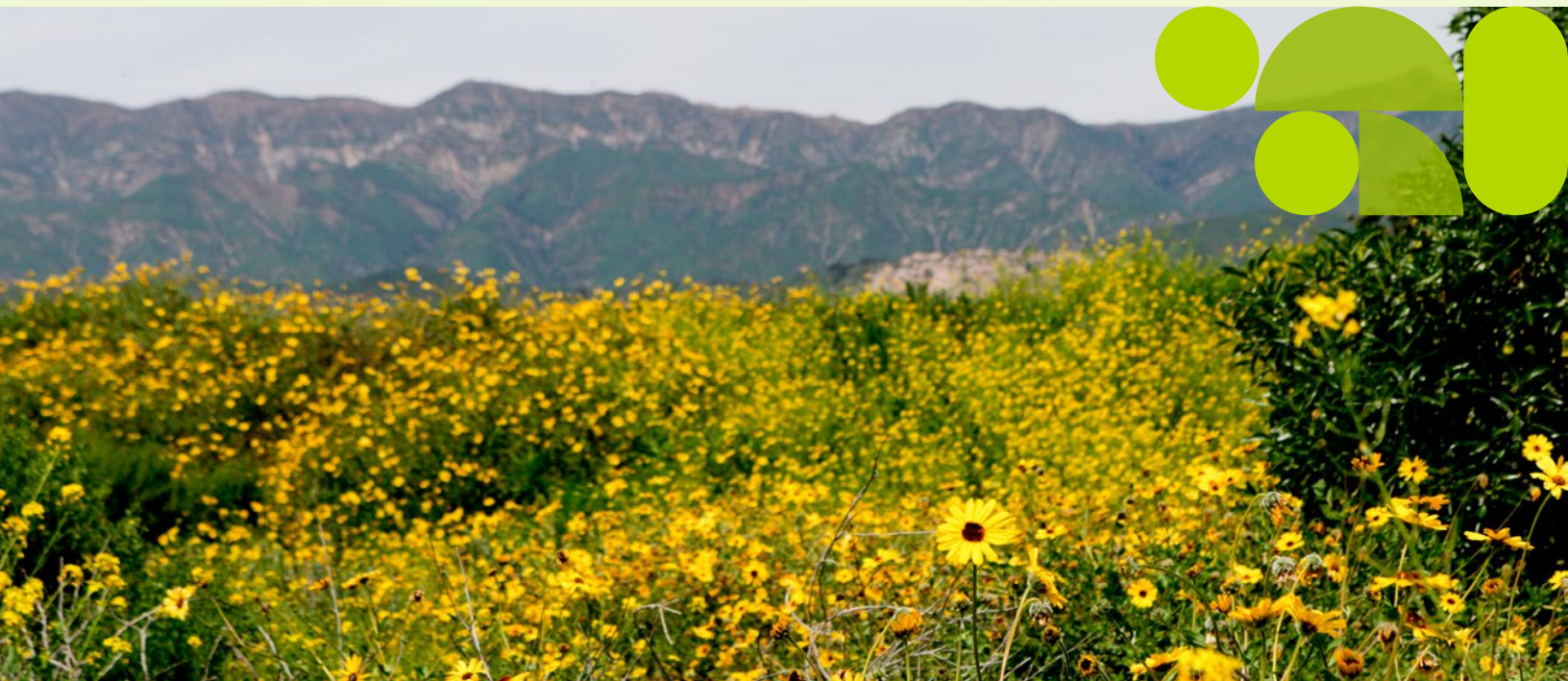
**251 of 796**

Occupations meet or exceed  
the SSS Living Wage  
(\$29.80/hour)



**234 of 796**

Occupations meet or exceed  
the MIT Living Wage  
(\$30.98/hour)

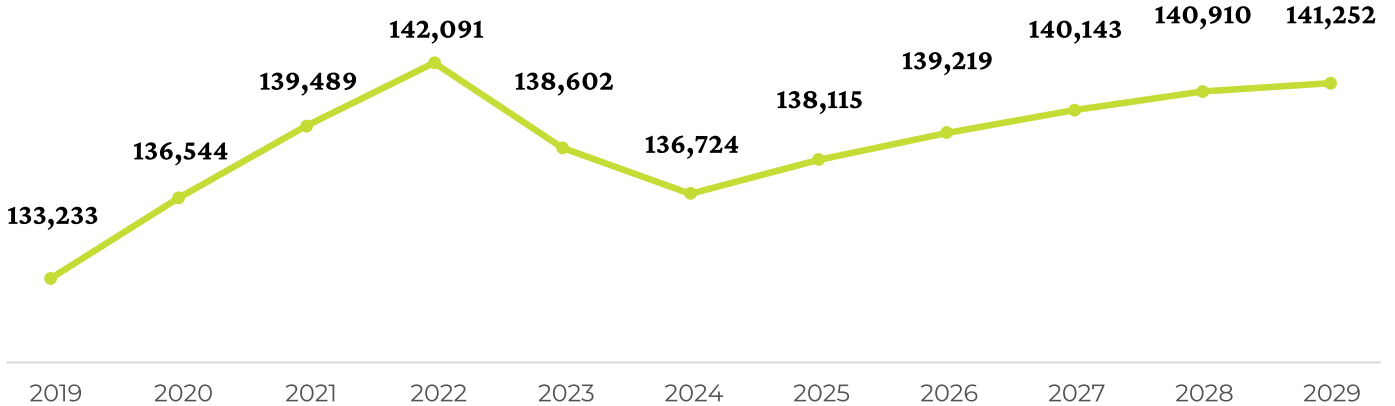


LABOR MARKET ANALYSIS, CONTINUED

**Historical and Projected Employment**

Between 2019 and 2024, employment in the district service area increased from 133,233 jobs to 136,724 jobs, as shown in Exhibit 1. Employment is projected to increase to 141,252 jobs by 2029, representing the addition of more than 8,000 jobs.

**Exhibit 1: Historical Employment and Projected Occupational Demand in the District Service Area, 2019–2029**

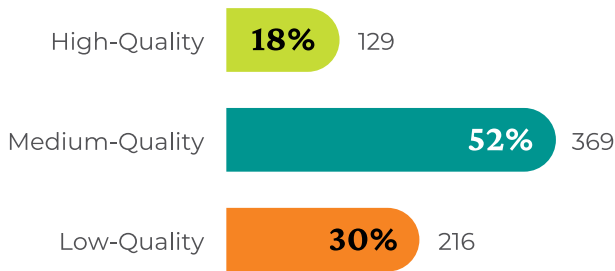


Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed

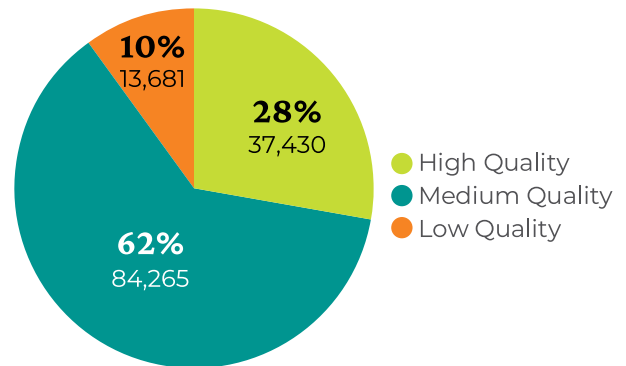
**Jobs by Quality Level**

Of the 796 occupations classified by the Bureau of Labor Statistics, complete data was available for 714 occupations. Of those, 52% (369) are Medium Quality, 30% (216) are Low Quality, and 18% (129) are High Quality, as shown in Exhibit 2. These 714 occupations accounted for 99% of all jobs (135,376 jobs) in the district service area. In 2024, the 369 Medium-Quality occupations accounted for 62% (84,265 jobs) of the workforce in the district service area, as shown in Exhibit 3.

**Exhibit 2: Number of Occupations by Job Quality Level**



**Exhibit 3: Share of 2024 Jobs by Quality Level**



Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed

LABOR MARKET ANALYSIS, CONTINUED



### High-Quality Occupations



**129**  
High-Quality  
Occupations



**18%**  
of 714 Occupations  
Analyzed

**1**  
Below Middle-Skill

**39**  
Middle-Skill

**89**  
Above Middle-Skill



**37,430**  
Number of  
2024 Jobs



**3,102**  
Annual Openings  
(2024–2029)



**28%**  
Share of District Service  
Area's Total Jobs  
in 2024

Across the service area, there are 129 High-Quality occupations, representing 18% of the 714 occupations analyzed in this report. Collectively, these 129 occupations accounted for 37,430 jobs in 2024.

These occupations comprised 28% of all jobs in 2024 and are projected to have 3,102 annual openings each year through 2029. These occupations represent significant opportunities for workforce development, as they are in-demand, provide good wages and benefits, and are typically more stable compared to other occupations. This focused analysis provides a roadmap for addressing the labor market needs of the district service area, thereby contributing to subregional and regional competitiveness and the prosperity of students entering employment from community college programs.

LABOR MARKET ANALYSIS, CONTINUED



### Medium-Quality Occupations



**369**  
Medium-Quality  
Occupations



**52%**  
of 714 Occupations  
Analyzed

**84**  
Below Middle-Skill

**165**  
Middle-Skill

**120**  
Above Middle-Skill



**84,265**  
Number of  
2024 Jobs



**11,737**  
Annual Openings  
(2024–2029)



**62%**  
Share of District Service  
Area's Total Jobs  
in 2024

Across the service area, there are 369 Medium-Quality occupations, representing 52% of the 714 occupations analyzed in this report. Collectively, these 369 occupations accounted for 84,265 jobs in 2024.

These occupations comprise 62% of all jobs in 2024 and are projected to have 11,737 annual openings each year through 2029. These Medium-Quality jobs often provide steady employment but with mixed outcomes in terms of wages and demand. While they may not offer the same level of compensation or upward economic mobility as High-Quality occupations, many of these jobs serve as important entry points into the labor market or as stable employment options for workers with a variety of education and experience.

LABOR MARKET ANALYSIS, CONTINUED



### Low-Quality Occupations



**216**  
Low-Quality  
Occupations



**30%**  
of 714 Occupations  
Analyzed

**115**  
Below Middle-Skill

**83**  
Middle-Skill

**18**  
Above Middle-Skill



**13,681**  
Number of  
2024 Jobs



**2,310**  
Annual Openings  
(2024–2029)



**10%**  
Share of District Service  
Area's Total Jobs  
in 2024

Across the service area, there are 216 Low-Quality occupations, representing 30% of the 714 occupations analyzed in this report. Collectively, these 216 occupations accounted for 13,681 jobs in 2024, making them an important part of the district service area workforce.

Low-Quality occupations remain an essential component of the regional labor market. In 2024, these occupations accounted for 10% of all jobs and are projected to have 2,310 annual job openings through 2029. While many of these occupations do not meet the wage or job quality thresholds used in this report's methodology, they play a critical role in supporting economic activity and providing employment opportunities across industries. Examining these occupations helps identify workforce demand and informs strategies for workforce development, enabling community colleges and regional partners to better understand why certain occupations are considered Low Quality. Additionally, regional stakeholders can examine these occupations to develop strategies to improve job quality or build pathways to higher-quality positions.

## LABOR MARKET ANALYSIS, CONTINUED

**Occupations by CCCC Sector**

The 714 occupations analyzed in this report span the 12 CCCC sectors, with the Health sector accounting for 96 occupations, the most of any sector. The Health sector also has the highest projected change in jobs (1,383) and is projected to grow the fastest (9%) across all sectors. The Business and Entrepreneurship sector has the highest number of jobs (29,403) and is projected to have the highest number of annual job openings (2,892). Though the Retail, Hospitality, and Tourism sector has the highest number of annual job openings (3,918), it has the lowest entry-level wages (\$17.84). Conversely, ICT/Digital Media has the highest entry-level hourly wages (\$43.16). Exhibit 4 shows the sectors represented by these 714 occupations, sorted alphabetically by sector.

**Exhibit 4: Current Employment, Projected Occupational Demand, and Entry-Level Wages of Occupations by CCCC Sector**

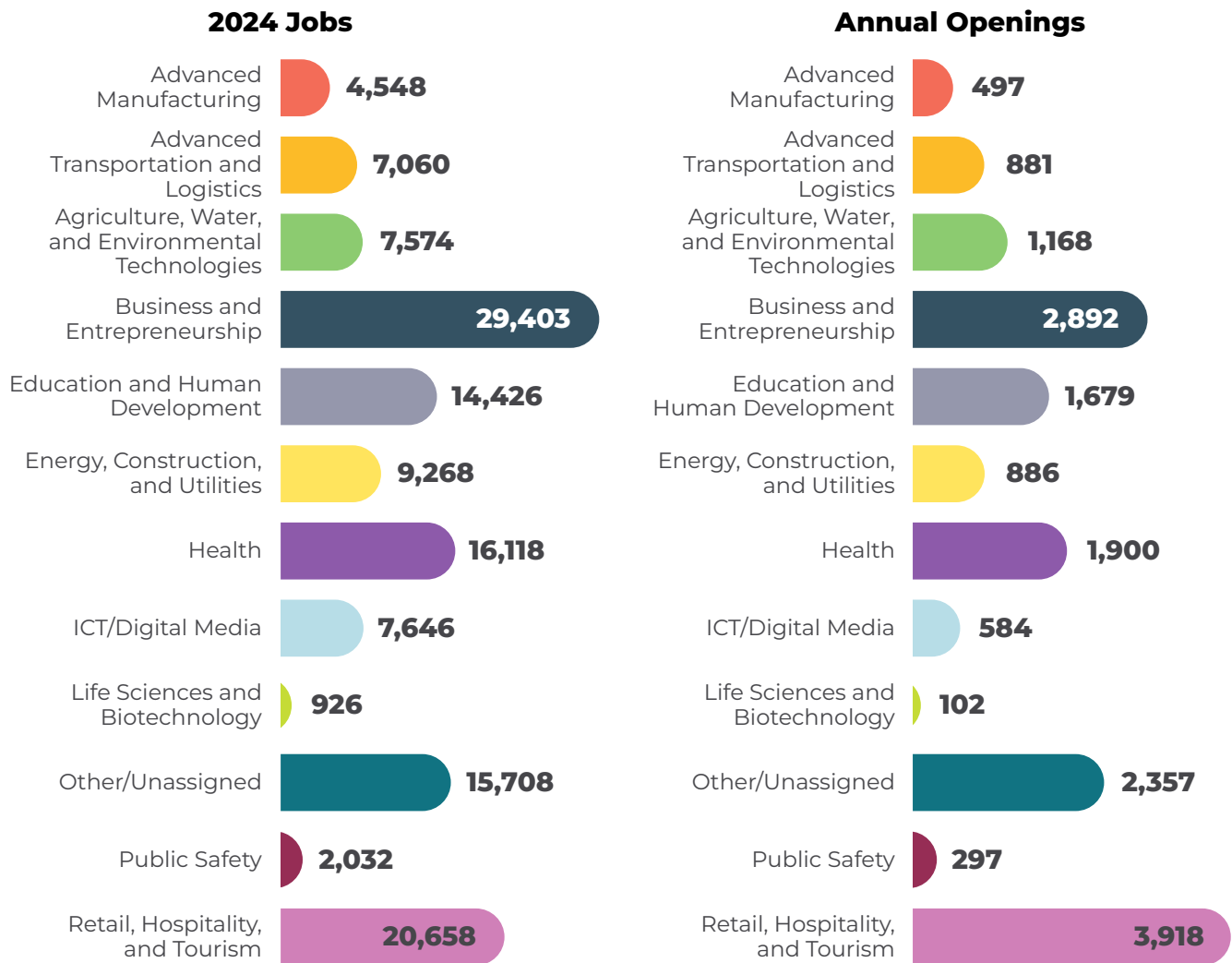
| Sector   | # of SOC   | 2024 Jobs      | 2029 Jobs      | 5-Year Change | 5-Year % Change | Annual Openings | Entry-Level Hourly Wage |
|--|------------|----------------|----------------|---------------|-----------------|-----------------|-------------------------|
| Advanced Manufacturing                             | 74         | 4,548          | 4,548          | 0             | 0%              | 497             | \$26.77                 |
| Advanced Transportation and Logistics              | 58         | 7,060          | 7,192          | 132           | 2%              | 881             | \$20.86                 |
| Agriculture, Water, and Environmental Technologies | 38         | 7,574          | 8,040          | 466           | 6%              | 1,168           | \$18.02                 |
| Business and Entrepreneurship                      | 95         | 29,403         | 29,458         | 55            | 0.02%           | 2,892           | \$28.26                 |
| Education and Human Development                    | 35         | 14,426         | 14,951         | 525           | 4%              | 1,679           | \$26.03                 |
| Energy, Construction, and Utilities                | 94         | 9,268          | 9,605          | 337           | 4%              | 886             | \$27.16                 |
| Health   | 96         | 16,118         | 17,501         | 1,383         | 9%              | 1,900           | \$33.13                 |
| ICT/Digital Media                                  | 48         | 7,646          | 7,870          | 224           | 3%              | 584             | \$43.16                 |
| Life Sciences and Biotechnology                    | 7          | 926            | 959            | 33            | 4%              | 102             | \$24.42                 |
| Other/Unassigned                                   | 95         | 15,708         | 16,028         | 320           | 2%              | 2,357           | \$21.24                 |
| Public Safety                                      | 25         | 2,032          | 2,098          | 66            | 3%              | 297             | \$30.52                 |
| Retail, Hospitality, and Tourism                   | 49         | 20,658         | 21,564         | 906           | 4%              | 3,918           | \$17.84                 |
| <b>Total</b>                                       | <b>714</b> | <b>135,367</b> | <b>139,814</b> | <b>4,447</b>  | <b>3%</b>       | <b>17,161</b>   | <b>\$25.96</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed

Exhibit 5 shows the 2024 job counts and projected annual job openings in the district service area for each of the 12 CCCC sectors. Business and Entrepreneurship has the highest number of jobs (29,403), while Retail, Hospitality and Tourism has the highest number of job openings (3,918). The Health sector has the third-highest number of jobs (16,118) and fourth-highest job openings (1,900). Conversely, Life Sciences and Biotechnology has the lowest number of jobs and annual job openings.

LABOR MARKET ANALYSIS, CONTINUED

**Exhibit 5: Total Number of 2024 Jobs and Annual Openings by CCCC Sector in the District Service Area**



**Supply and Demand by CCCC Sector**

In this section, the number of educational awards (degrees and certificates) conferred by SBCCD, otherwise known as supply, is compared to the annual openings (demand) of the 714 occupations analyzed in this report by sector. Examining the supply in relation to demand is crucial to understanding labor gaps and areas of opportunity that can be addressed by educational programs throughout the local and greater region. Labor gaps are defined as the difference between supply and demand. Additionally, important consideration should be given to the number of annual openings and the labor gap for middle-skill occupations (those for which community colleges primarily train).

Though supply data reflects only community college awards and does not include completions from non-community college institutions, SBCCD is the one of the main higher education and training providers in the area. Within the SBCCD service area and across all sectors, there is an overall labor gap of 16,206 awards. When considering only middle-skill occupations, the gap is smaller (5,312) but still significant. These labor gaps represent opportunities for SBCCD to modify or expand existing programs, or create new programs, to meet local labor market needs. Exhibit 6 shows the breakdown of annual openings compared to supply by sector.

## LABOR MARKET ANALYSIS, CONTINUED

The Retail, Hospitality, and Tourism sector has the highest number of annual job openings (3,918). Of those, 12% (466) are for middle-skill occupations, indicating most openings in this sector typically do not require higher education.

The Business and Entrepreneurship sector has the second-highest number of annual job openings (2,892). Of those, 61% (1,774) are for middle-skill occupations. However, the supply for this sector is only 261 awards, presenting a substantial labor market gap.

The remainder of this report includes sector-level summary pages that examine the total number of jobs, annual openings, and community college supply for each sector, followed by an analysis of labor market data specifically for middle-skill occupations.

### Exhibit 6: Annual Openings by Occupational Skill Level and SBCCD Awards Conferred by CCCC Sector

| Sector   | Below Middle-Skill Annual Openings | Middle-Skill Annual Openings | Above Middle-Skill Annual Openings | Total Annual Openings | SBCCD 3-Year Average (2021–2024) |
|--|------------------------------------|------------------------------|------------------------------------|-----------------------|----------------------------------|
| Advanced Manufacturing                             | 230                                | 198                          | 69                                 | 497                   | 0                                |
| Advanced Transportation and Logistics              | 585                                | 295                          | 1                                  | 881                   | 14                               |
| Agriculture, Water, and Environmental Technologies | 895                                | 251                          | 22                                 | 1,168                 | 68                               |
| Business and Entrepreneurship                      | 178                                | 1,774                        | 940                                | 2,892                 | 261                              |
| Education and Human Development                    | 123                                | 660                          | 896                                | 1,679                 | 78                               |
| Energy, Construction, and Utilities                | 387                                | 390                          | 109                                | 886                   | 14                               |
| Health   | 29                                 | 1,586                        | 285                                | 1,900                 | 282                              |
| ICT/Digital Media                                  | 57                                 | 142                          | 385                                | 584                   | 103                              |
| Life Sciences and Biotechnology                    |                                    | 91                           | 11                                 | 102                   | 0                                |
| Other/Unassigned                                   | 1,854                              | 241                          | 262                                | 2,357                 | 22                               |
| Public Safety                                      | 118                                | 173                          | 6                                  | 297                   | 69                               |
| Retail, Hospitality, and Tourism                   | 3,390                              | 466                          | 62                                 | 3,918                 | 44                               |
| <b>Total</b>                                       | <b>7,846</b>                       | <b>6,267</b>                 | <b>3,048</b>                       | <b>17,161</b>         | <b>955</b>                       |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed and California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates there were no openings or programs in this sector.

# Advanced Manufacturing

## Labor Market Demand Data Points



74

Occupations



4,548

2024 Jobs



497

Annual Openings



0

Five-Year Change



0%

Five-Year % Change



\$26.77

Entry-Level Wages

## Labor Market Supply Data Points



0

Programs (TOP Codes)



0

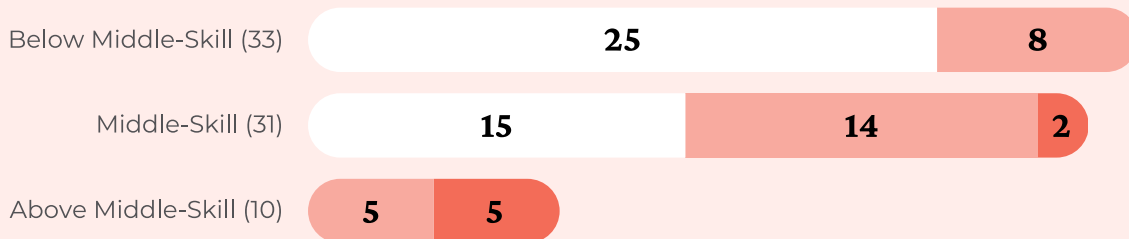
Awards (2021-2024)



N/A

Top Program

## Job Quality by Occupational Skill Level



● Low Quality (40) ● Medium Quality (27) ● High Quality (7)

## ADVANCED MANUFACTURING, CONTINUED

**Demand**

In 2024, there were 4,548 jobs across 74 Advanced Manufacturing occupations in the district service area. Of those, 40% (1,804) are for middle-skill occupations. Of the 497 projected annual openings, 40% (198) are for middle-skill occupations. Exhibit 7 shows the number of jobs, annual openings, five-year employment change, and entry-level hourly wage for the 31 middle-skill occupations within the sector by job quality level.

**Exhibit 7: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Advanced Manufacturing Middle-Skill Occupations**

| Occupation (SOC)   | 2024 Jobs | 2029 Jobs | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|--|-----------|-----------|------------------|--------------------|-----------------|-------------------------|
| <b>High-Quality Jobs</b>   |           |           |                  |                    |                 |                         |
| Electrical and Electronic Engineering Technologists and Technicians (17-3023)                                  | 96        | 95        | (1)              | (1%)               | 9               | \$38.20                 |
| Engineering Technologists and Technicians, Except Drafters, All Other (17-3029)                                | 76        | 79        | 3                | 4%                 | 7               | \$31.25                 |
| <b>Medium-Quality Jobs</b>   |           |           |                  |                    |                 |                         |
| Electrical, Electronic, and Electromechanical Assemblers, Except Coil Winders, Tapers, and Finishers (51-2028) | 301       | 299       | (2)              | (1%)               | 34              | \$19.06                 |
| First-Line Supervisors of Production and Operating Workers (51-1011)   | 293       | 314       | 21               | 7%                 | 33              | \$27.03                 |
| Welders, Cutters, Solderers, and Brazers (51-4121)   | 151       | 151       | 0                | 0%                 | 16              | \$22.48                 |
| Machinists (51-4041)   | 125       | 129       | 4                | 3%                 | 14              | \$21.34                 |
| Industrial Machinery Mechanics (49-9041)   | 112       | 126       | 14               | 13%                | 12              | \$24.62                 |
| Chemical Equipment Operators and Tenders (51-9011)   | 33        | 43        | 10               | 30%                | 6               | \$22.73                 |
| Electrical and Electronics Repairers, Commercial and Industrial Equipment (49-2094)                            | 45        | 44        | (1)              | (2%)               | 4               | \$32.57                 |
| Electrical and Electronics Drafters (17-3012)  | 29        | 28        | (1)              | (3%)               | 3               | \$37.21                 |
| Industrial Engineering Technologists and Technicians (17-3026)   | 33        | 35        | 2                | 6%                 | 3               | \$21.91                 |
| Calibration Technologists and Technicians (17-3028)  | 13        | 15        | 2                | 15%                | 2               | \$31.99                 |
| Electro-Mechanical and Mechatronics Technologists and Technicians (17-3024)                                    | 14        | 14        | 0                | 0%                 | 1               | \$34.82                 |
| Occupational Health and Safety Technicians (19-5012)   | 4         | 5         | 1                | 25%                | 1               | \$23.85                 |
| Chemical Plant and System Operators (51-8091)  | 6         | 7         | 1                | 17%                | 1               | \$32.82                 |
| Computer Numerically Controlled Tool Programmers (51-9162)   | 10        | 11        | 1                | 10%                | 1               | \$31.09                 |
| <b>Low-Quality Jobs</b>  |           |           |                  |                    |                 |                         |
| Printing Press Operators (51-5112)   | 60        | 67        | 7                | 12%                | 10              | \$18.01                 |
| Computer Numerically Controlled Tool Operators (51-9161)   | 106       | 102       | (4)              | (4%)               | 10              | \$22.77                 |

## ADVANCED MANUFACTURING, CONTINUED

| Occupation (SOC)   | 2024 Jobs    | 2029 Jobs    | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|--|--------------|--------------|------------------|--------------------|-----------------|-------------------------|
| Semiconductor Processing Technicians (51-9141)                                     | 42           | 46           | 4                | 10%                | 6               | \$19.19                 |
| Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic (51-4081) | 54           | 47           | (7)              | (13%)              | 5               | \$18.32                 |
| Mechanical Engineering Technologists and Technicians (17-3027)                     | 30           | 29           | (1)              | (3%)               | 3               | \$30.21                 |
| Home Appliance Repairers (49-9031)   | 33           | 32           | (1)              | (3%)               | 3               | \$20.71                 |
| Molders, Shapers, and Casters, Except Metal and Plastic (51-9195)                  | 27           | 24           | (3)              | (11%)              | 3               | \$20.04                 |
| Mechanical Drafters (17-3013)  | 27           | 26           | (1)              | (4%)               | 2               | \$27.27                 |
| Maintenance Workers, Machinery (49-9043)   | 15           | 16           | 1                | 7%                 | 2               | \$27.20                 |
| Metal Workers and Plastic Workers, All Other (51-4199)                             | 20           | 14           | (6)              | (30%)              | 2               | \$21.50                 |
| Ophthalmic Laboratory Technicians (51-9083)  | 16           | 16           | 0                | 0%                 | 2               | \$21.30                 |
| Precision Instrument and Equipment Repairers, All Other (49-9069)                  | 14           | 13           | (1)              | (7%)               | 1               | \$27.95                 |
| Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders (51-4122)  | 8            | 8            | 0                | 0%                 | 1               | \$17.42                 |
| Prepress Technicians and Workers (51-5111)   | 7            | 7            | 0                | 0%                 | 1               | \$16.00                 |
| Electric Motor, Power Tool, and Related Repairers (49-2092)                        | 4            | 3            | (1)              | (25%)              | 0               | \$23.83                 |
| <b>Total</b>   | <b>1,804</b> | <b>1,845</b> | <b>41</b>        | <b>2%</b>          | <b>198</b>      | <b>\$24.45</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed



## ADVANCED MANUFACTURING, CONTINUED

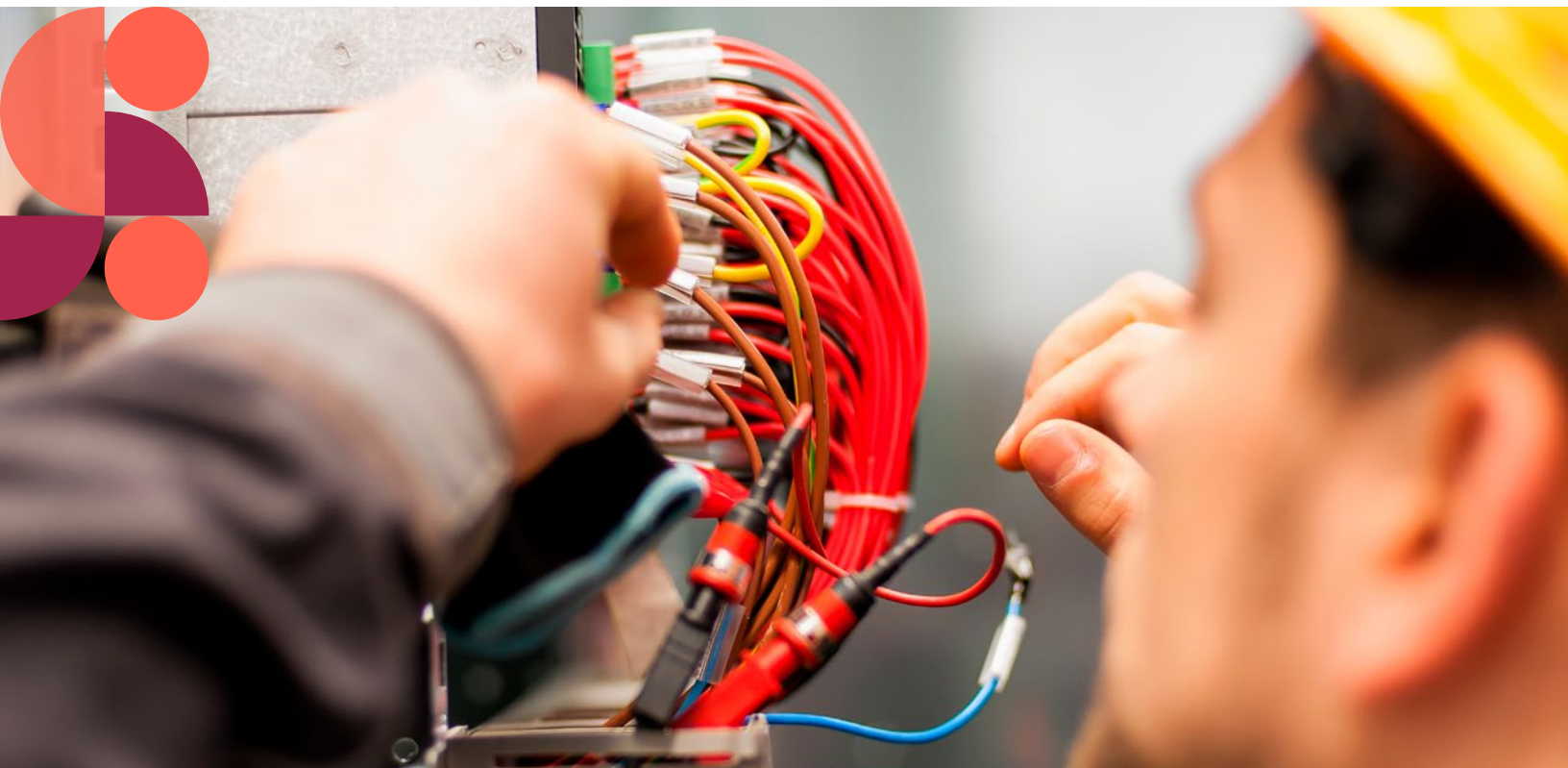
**Supply**

From 2021 to 2024, community colleges in the South Central Coast region awarded an average of 772 awards annually across 10 programs within the Advanced Manufacturing sector, as shown in Exhibit 8. SBCCD did not confer any awards in Advanced Manufacturing programs during this period.

**Exhibit 8: Advanced Manufacturing Awards (Degrees and Certificates)**

| Program Name (TOP)   | SBCCD<br>3-Year Average<br>(2021–2024) | South Central Coast Region<br>3-Year Average<br>(2021–2024) |
|--|--|---|
| Aeronautical and Aviation Technology (0950.00)                       | -                                      | 49  |
| Aircraft Fabrication (0950.50)                                       | -                                      | 419   |
| Electronics and Electric Technology (0934.00)                        | -                                      | 26  |
| Engineering Technology, General (requires Trigonometry)<br>(0924.00) | -                                      | 13  |
| Fashion Production (1303.30)   | -                                      | 79  |
| Industrial Electronics (0934.20)                                     | -                                      | 11  |
| Machining and Machine Tools (0956.30)                                | -                                      | 3   |
| Manufacturing and Industrial Technology (0956.00)                    | -                                      | 18  |
| Mechanical Drafting (0953.40)  | -                                      | 10  |
| Welding Technology (0956.50)   | -                                      | 144   |
| <b>Total</b>   | -                                      | <b>772</b>  |

Source: California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates no programs were offered under this TOP code and a zero (0) indicates a program is offered, but the three-year average of awards equaled less than one.



## Advanced Transportation and Logistics

### Labor Market Demand Data Points



**58**

Occupations



**7,060**

2024 Jobs



**881**

Annual Openings



**132**

Five-Year Change



**2%**

Five-Year % Change



**\$20.86**

Entry-Level Wages

### Labor Market Supply Data Points



**1**

Program  
(TOP Code)



**14**

Awards  
(2021-2024)



**Automotive  
Technology**

Top Program

### Job Quality by Occupational Skill Level

Below Middle-Skill (22)

12

10

Middle-Skill (35)

14

16

5

Above Middle-Skill (1)

1

● Low Quality (26)

● Medium Quality (27)

● High Quality (5)

## ADVANCED TRANSPORTATION AND LOGISTICS, CONTINUED

**Demand**

In 2024, there were 7,060 jobs across 58 Advanced Transportation and Logistics occupations in the district service area. Of those, 39% (2,737) are for middle-skill occupations. Of the 881 projected annual openings, 33% (295) are for middle-skill occupations. Exhibit 9 shows the number of jobs, annual openings, five-year employment change, and entry-level hourly wage for the 35 middle-skill occupations within the sector by job quality level.

**Exhibit 9: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Advanced Transportation and Logistics Middle-Skill Occupations**

| Occupation (SOC)   | 2024 Jobs | 2029 Jobs | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|--|-----------|-----------|------------------|--------------------|-----------------|-------------------------|
| <b>High-Quality Jobs</b>   |           |           |                  |                    |                 |                         |
| First-Line Supervisors of Mechanics, Installers, and Repairers (49-1011)   | 315       | 332       | 17               | 5%                 | 30              | \$32.45                 |
| Logisticians (13-1081)   | 143       | 156       | 13               | 9%                 | 15              | \$35.75                 |
| Transportation, Storage, and Distribution Managers (11-3071)   | 117       | 122       | 5                | 4%                 | 11              | \$35.36                 |
| Bus Drivers, Transit and Intercity (53-3052)   | 77        | 82        | 5                | 6%                 | 11              | \$32.66                 |
| Commercial Pilots (53-2012)  | 36        | 47        | 11               | 31%                | 7               | \$34.29                 |
| <b>Medium-Quality Jobs</b>   |           |           |                  |                    |                 |                         |
| Heavy and Tractor-Trailer Truck Drivers (53-3032)  | 708       | 730       | 22               | 3%                 | 80              | \$21.95                 |
| First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors (53-1047) | 278       | 293       | 15               | 5%                 | 31              | \$22.53                 |
| Automotive Service Technicians and Mechanics (49-3023)   | 298       | 305       | 7                | 2%                 | 30              | \$19.23                 |
| Production, Planning, and Expediting Clerks (43-5061)  | 250       | 257       | 7                | 3%                 | 27              | \$23.77                 |
| Mobile Heavy Equipment Mechanics, Except Engines (49-3042)   | 107       | 114       | 7                | 7%                 | 11              | \$30.61                 |
| Bus and Truck Mechanics and Diesel Engine Specialists (49-3031)  | 99        | 103       | 4                | 4%                 | 9               | \$26.92                 |
| Aircraft Mechanics and Service Technicians (49-3011)   | 64        | 70        | 6                | 9%                 | 7               | \$27.48                 |
| Automotive Body and Related Repairers (49-3021)  | 55        | 57        | 2                | 4%                 | 6               | \$20.81                 |
| Aerospace Engineering and Operations Technologists and Technicians (17-3021)   | 28        | 31        | 3                | 11%                | 3               | \$35.30                 |
| Avionics Technicians (49-2091)   | 18        | 20        | 2                | 11%                | 2               | \$41.56                 |
| Air Traffic Controllers (53-2021)  | 12        | 13        | 1                | 8%                 | 1               | \$51.21                 |
| Subway and Streetcar Operators (53-4041)   | 6         | 7         | 1                | 17%                | 1               | \$29.90                 |
| Electrical and Electronics Installers and Repairers, Transportation Equipment (49-2093)                                    | 1         | 1         | 0                | 0%                 | 0               | \$34.83                 |
| Aircraft Cargo Handling Supervisors (53-1041)  | 0         | 0         | 0                | 0%                 | 0               | \$11.45                 |

## ADVANCED TRANSPORTATION AND LOGISTICS, CONTINUED

| Occupation (SOC)   | 2024 Jobs    | 2029 Jobs    | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|--|--------------|--------------|------------------|--------------------|-----------------|-------------------------|
| Railroad Conductors and Yardmasters (53-4031)                                | 4            | 4            | 0                | 0%                 | 0               | \$29.99                 |
| Ship Engineers (53-5031)   | 2            | 2            | 0                | 0%                 | 0               | \$42.80                 |
| <b>Low-Quality Jobs</b>  |              |              |                  |                    |                 |                         |
| Outdoor Power Equipment and Other Small Engine Mechanics (49-3053)           | 38           | 39           | 1                | 3%                 | 4               | \$18.95                 |
| Captains, Mates, and Pilots of Water Vessels (53-5021)                       | 21           | 23           | 2                | 10%                | 3               | \$26.93                 |
| Motorboat Mechanics and Service Technicians (49-3051)                        | 17           | 17           | 0                | 0%                 | 2               | \$23.01                 |
| Cargo and Freight Agents (43-5011)   | 9            | 10           | 1                | 11%                | 1               | \$22.57                 |
| Motorcycle Mechanics (49-3052)   | 9            | 8            | (1)              | (11%)              | 1               | \$22.51                 |
| Recreational Vehicle Service Technicians (49-3092)                           | 5            | 5            | 0                | 0%                 | 1               | \$19.50                 |
| Crane and Tower Operators (53-7021)  | 12           | 13           | 1                | 8%                 | 1               | \$26.18                 |
| Electronic Equipment Installers and Repairers, Motor Vehicles (49-2096)      | 3            | 2            | (1)              | (33%)              | 0               | \$17.63                 |
| Rail Car Repairers (49-3043)   | 3            | 3            | 0                | 0%                 | 0               | \$27.98                 |
| Aircraft Structure, Surfaces, Rigging, and Systems Assemblers (51-2011)      | 0            | 0            | 0                | 0%                 | 0               | \$20.19                 |
| Airfield Operations Specialists (53-2022)                                    | 1            | 1            | 0                | 0%                 | 0               | \$27.88                 |
| Railroad Brake, Signal, and Switch Operators and Locomotive Firers (53-4022) | 1            | 1            | 0                | 0%                 | 0               | \$25.64                 |
| Rail Transportation Workers, All Other (53-4099)                             | 0            | 0            | 0                | 0%                 | 0               | \$20.95                 |
| Motorboat Operators (53-5022)  | 0            | 0            | 0                | 0%                 | 0               | \$8.66                  |
| <b>Total</b>   | <b>2,737</b> | <b>2,868</b> | <b>131</b>       | <b>5%</b>          | <b>295</b>      | <b>\$25.94</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed



## ADVANCED TRANSPORTATION AND LOGISTICS, CONTINUED

**Supply**

From 2021 to 2024, community colleges in the South Central Coast region awarded an average of 442 awards annually across six programs aligned within the Advanced Transportation and Logistics sector, as shown in Exhibit 10. SBCCD conferred an average of 14 awards each year, accounting for 3% of all Advanced Transportation and Logistics awards in the SCC Region. Notably, Automotive Technology (0948.00) was the only program at SBCCD with awards, averaging 14 annually.

## LABOR MARKET SPOTLIGHT:

**Automotive Technology**

Automotive Technology (0948.00) is the only program at SBCCD within Advanced Transportation and Logistics. This program prepares students to become *Automotive Service Technicians and Mechanics (49-3023)*, a Medium-Quality occupation based on regional job quality indicators such as wages, demand, and employment stability. The growth and demand for this occupation are driven by the Central Coast region's geographic spread and reliance on personal vehicle transportation. Entry-level wages for this occupation are \$19.23 in the SBCCD service area, which is significantly below the Santa Barbara County living wage. However, this wage data includes all *Automotive Service Technicians and Mechanics (49-3023)*, ranging from entry-level lube technicians to experienced master mechanics.

Median annual earnings for SBCCD students that exited Automotive Technology (0948.00) programs in the 2022–23 academic year were \$35,870 (or \$17.25 per hour), which is substantially lower than the wage data for *Automotive Service Technicians and Mechanics (49-3023)*. Though this occupation typically provides stable employment opportunities, consistent full-time hours, and employer-sponsored health insurance, wages are below the living wage. As demand continues to outpace supply, SBCCD could consider opportunities for program growth, employer partnerships, internships and apprenticeships that connect students to higher-wage opportunities such as those in electric vehicle technology. As transportation technologies continue to evolve, programs that integrate emerging industry skills alongside traditional automotive training may position students for stronger long-term employment outcomes and regional workforce mobility.

**Exhibit 10: Advanced Transportation and Logistics Awards (Degrees and Certificates)**

| Program Name (TOP)                      | SBCCD<br>3-Year Average<br>(2021–2024) | South Central Coast Region<br>3-Year Average<br>(2021–2024) |
|---|--|---|
| Automotive Collision Repair (0949.00)   | -                                      | 78  |
| Automotive Technology (0948.00)         | 14                                     | 296   |
| Aviation Airframe Mechanics (0950.10)   | -                                      | 25  |
| Aviation Powerplant Mechanics (0950.20) | -                                      | 24  |
| Diesel Technology (0947.00)             | -                                      | 17  |
| Truck and Bus Driving (0947.50)         | -                                      | 2   |
| <b>Total</b>                            | <b>14</b>                              | <b>442</b>  |

Source: California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates no programs were offered under this TOP code and a zero (0) indicates a program is offered, but the three-year average of awards equaled less than one.

# Agriculture, Water, and Environmental Technologies

## Labor Market Demand Data Points



**38**

Occupations



**7,574**

2024 Jobs



**1,168**

Annual Openings



**466**

Five-Year Change



**6%**

Five-Year % Change



**\$18.02**

Entry-Level Wages

## Labor Market Supply Data Points



**3**

Programs  
(TOP Codes)



**68**

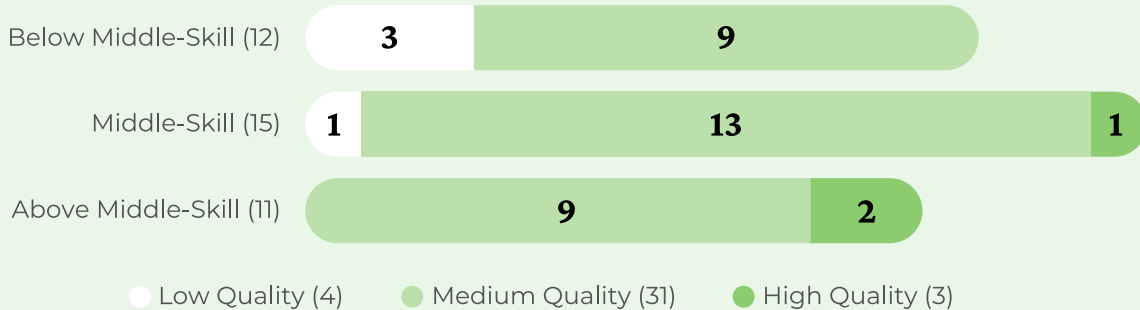
Awards  
(2021-2024)



**Landscape Design  
and Maintenance**

Top Program

## Job Quality by Occupational Skill Level



## AGRICULTURE, WATER, AND ENVIRONMENTAL TECHNOLOGIES, CONTINUED

**Demand**

In 2024, there were 7,574 jobs across 38 Agriculture, Water, and Environmental Technologies occupations in the district service area. Of those, 23% (1,716) are for middle-skill occupations. Of the 1,168 projected annual openings, 21% (251) are for middle-skill occupations. Exhibit 11 shows the number of jobs, annual openings, five-year employment change, and entry-level hourly wage for the 15 middle-skill occupations within the sector by job quality level.

## LABOR MARKET SPOTLIGHT:

**Aquaculture, Fisheries, and the Blue Economy**

The Santa Barbara coastline is a developing hub for aquaculture. As part of an ongoing effort from the National Oceanic and Atmospheric Administration (NOAA), ten sites across Southern California, eight of which are in the Santa Barbara Channel, have been designated Aquaculture Opportunity Areas (AOA). The AOA designation indicates an area is suitable for aquaculture but does not automatically authorize any aquaculture farms to open.<sup>20</sup> However, this designation has also faced local resistance due to its potential harmful impacts related to marine pollution and negative impacts on local fishermen and sustainable fishing.<sup>21</sup>

Sustainability efforts, such as those at the Culture Abalone Farm based in Santa Barbara, bring jobs to the SBCCD service area while addressing environmental challenges. This shellfish farm has partnered with organizations such as the Southwest Fisheries Science Center and NOAA to address fishing sustainability. The partnership with NOAA provides high school level education materials on abalone, as well as special exhibits developed for the Santa Barbara Museum of Natural History Sea Center. These efforts provide educational opportunities for the community to learn about aquaculture and sustainability. Culture Abalone Farm also works closely with NOAA on efforts prevent the extinction of abalone and ensure future sustainability.<sup>22</sup>

As part of the Ocean Collective, SBCCD is developing curriculum to prepare students for this critical area. SBCCD could expand its collaboration with fisheries and other potential aquaculture employers to gain real-time data on the skills and certifications that are required to obtain employment in these positions and understand how to best prepare students for occupations such as *First-Line Supervisors of Farming, Fishing, and Forestry Workers (45-1011)*, as well as other aquaculture-related positions.



## AGRICULTURE, WATER, AND ENVIRONMENTAL TECHNOLOGIES, CONTINUED

**Exhibit 11: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Agriculture, Water, and Environmental Technologies Middle-Skill Occupations**

| Occupation (SOC)  | 2024 Jobs    | 2029 Jobs    | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|---|--------------|--------------|------------------|--------------------|-----------------|-------------------------|
| <b>High-Quality Jobs</b>  |              |              |                  |                    |                 |                         |
| Veterinary Technologists and Technicians (29-2056)  | 104          | 114          | 10               | 10%                | 12              | \$22.44                 |
| <b>Medium-Quality Jobs</b>  |              |              |                  |                    |                 |                         |
| Farmers, Ranchers, and Other Agricultural Managers (11-9013)                              | 611          | 698          | 87               | 14%                | 87              | \$13.77                 |
| First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers (37-1012) | 296          | 309          | 13               | 4%                 | 36              | \$22.49                 |
| Veterinary Assistants and Laboratory Animal Caretakers (31-9096)                          | 141          | 149          | 8                | 6%                 | 28              | \$17.91                 |
| First-Line Supervisors of Farming, Fishing, and Forestry Workers (45-1011)                | 151          | 163          | 12               | 8%                 | 24              | \$18.59                 |
| Hazardous Materials Removal Workers (47-4041)   | 71           | 89           | 18               | 25%                | 11              | \$22.77                 |
| Floral Designers (27-1023)  | 66           | 68           | 2                | 3%                 | 9               | \$16.21                 |
| Animal Trainers (39-2011)   | 55           | 57           | 2                | 4%                 | 9               | \$16.65                 |
| Forest and Conservation Workers (45-4011)   | 36           | 42           | 6                | 17%                | 9               | \$16.49                 |
| Forest and Conservation Technicians (19-4071)   | 55           | 56           | 1                | 2%                 | 8               | \$29.35                 |
| Agricultural Technicians (19-4012)  | 23           | 24           | 1                | 4%                 | 4               | \$21.33                 |
| Food Science Technicians (19-4013)  | 25           | 28           | 3                | 12%                | 4               | \$25.99                 |
| Farm Equipment Mechanics and Service Technicians (49-3041)                                | 47           | 46           | (1)              | (2%)               | 4               | \$18.89                 |
| Agricultural Inspectors (45-2011)   | 6            | 6            | 0                | 0%                 | 1               | \$19.17                 |
| <b>Low-Quality Jobs</b>   |              |              |                  |                    |                 |                         |
| Pesticide Handlers, Sprayers, and Applicators, Vegetation (37-3012)                       | 29           | 31           | 2                | 7%                 | 5               | \$17.77                 |
| <b>Total</b>  | <b>1,716</b> | <b>1,880</b> | <b>164</b>       | <b>10%</b>         | <b>251</b>      | <b>\$18.18</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed

## AGRICULTURE, WATER, AND ENVIRONMENTAL TECHNOLOGIES, CONTINUED

**Supply**

From 2021 to 2024, community colleges in the South Central Coast region awarded an average of 305 awards annually across 13 programs within the Agriculture, Water, and Environmental Technologies sector, as shown in Exhibit 12. SBCCD conferred an average of 68 awards each year, accounting for approximately 22% of all Agriculture, Water, and Environmental Technologies awards in the SCC Region. The top-producing program at SBCCD was Landscape Design and Maintenance (0109.10), with an average of 64 awards conferred annually.

**Exhibit 12: Agriculture, Water, and Environmental Technologies Awards (Degrees and Certificates)**

| <b>Program Name (TOP)</b>   | <b>SBCCD<br/>3-Year Average<br/>(2021–2024)</b> | <b>South Central Coast Region<br/>3-Year Average<br/>(2021–2024)</b> |
|---|---|--|
| Agricultural Pest Control Adviser and Operator (Licensed) (0103.10) | -   | 2  |
| Agricultural Power Equipment Technology (0116.00)                   | -   | 0  |
| Agriculture Business, Sales and Service (0112.00)                   | -   | 21   |
| Agriculture Technology and Sciences, General (0101.00)              | -   | 11   |
| Animal Science (0102.00)  | -   | 66   |
| Environmental Technology (0303.00)                                  | -   | 29   |
| Floriculture / Floristry (0109.20)                                  | -   | 4  |
| Horticulture (0109.00)  | 3   | 13   |
| Landscape Design and Maintenance (0109.10)                          | 64  | 65   |
| Nursery Technology (0109.30)  | 1   | 1  |
| Plant Science (0103.00)   | -   | 32   |
| Veterinary Technician (Licensed) (0102.10)                          | -   | 50   |
| Viticulture, Enology, and Wine Business (0104.00)                   | -   | 11   |
| <b>Total</b>  | <b>68</b>                                       | <b>305</b>   |

Source: California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates no programs were offered under this TOP code and a zero (0) indicates a program is offered, but the three-year average of awards equaled less than one.

## Business and Entrepreneurship

### Labor Market Demand Data Points



**95**

Occupations



**29,403**

2024 Jobs



**2,892**

Annual Openings



**55**

Five-Year Change



**0.02%**

Five-Year % Change



**\$28.26**

Entry-Level Wages

### Labor Market Supply Data Points



**10**

Programs  
(TOP Codes)



**261**

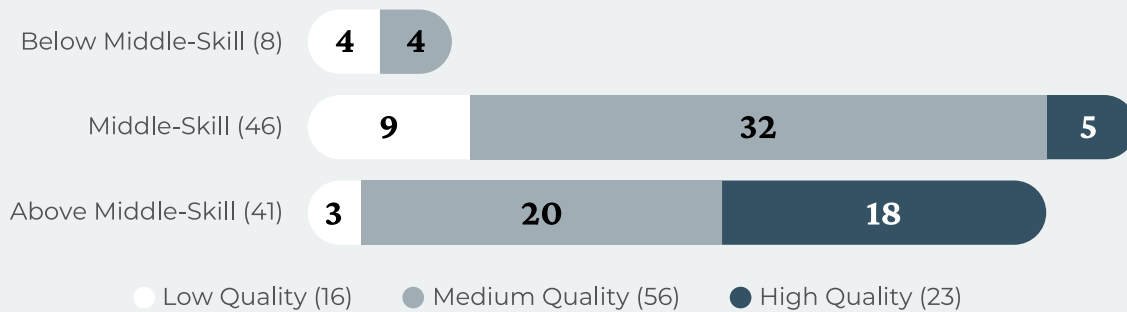
Awards  
(2021-2024)



**Business  
Administration**

Top Program

### Job Quality by Occupational Skill Level



## BUSINESS AND ENTREPRENEURSHIP, CONTINUED

**Demand**

In 2024, there were 29,403 jobs across 95 Business and Entrepreneurship occupations in the district service area. Of those, 56% (16,427) are for middle-skill occupations. Of the 2,892 projected annual openings, 61% (1,774) are for middle-skill occupations. Exhibit 13 shows the number of jobs, annual openings, five-year employment change, and entry-level hourly wage for the 46 middle-skill occupations within the sector by job quality level.

**Exhibit 13: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Business and Entrepreneurship Middle-Skill Occupations**

| Occupation (SOC)   | 2024 Jobs | 2029 Jobs | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|--|-----------|-----------|------------------|--------------------|-----------------|-------------------------|
| <b>High-Quality Jobs</b>   |           |           |                  |                    |                 |                         |
| General and Operations Managers (11-1021)  | 2,240     | 2,355     | 115              | 5%                 | 211             | \$36.58                 |
| Executive Secretaries and Executive Administrative Assistants (43-6011)                                | 362       | 363       | 1                | 0%                 | 39              | \$32.77                 |
| Administrative Services Managers (11-3012)   | 286       | 291       | 5                | 2%                 | 25              | \$37.73                 |
| Facilities Managers (11-3013)  | 140       | 147       | 7                | 5%                 | 14              | \$37.00                 |
| Claims Adjusters, Examiners, and Investigators (13-1031)   | 74        | 72        | (2)              | (3%)               | 6               | \$35.15                 |
| <b>Medium-Quality Jobs</b>   |           |           |                  |                    |                 |                         |
| Office Clerks, General (43-9061)   | 2,452     | 2,373     | (79)             | (3%)               | 285             | \$20.20                 |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)              | 1,440     | 1,435     | (5)              | 0%                 | 165             | \$21.02                 |
| Bookkeeping, Accounting, and Auditing Clerks (43-3031)   | 1,247     | 1,212     | (35)             | (3%)               | 140             | \$22.50                 |
| Customer Service Representatives (43-4051)   | 1,035     | 1,027     | (8)              | (1%)               | 140             | \$18.88                 |
| First-Line Supervisors of Office and Administrative Support Workers (43-1011)                          | 1,087     | 1,065     | (22)             | (2%)               | 103             | \$27.72                 |
| Receptionists and Information Clerks (43-4171)   | 676       | 703       | 27               | 4%                 | 98              | \$17.74                 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012) | 733       | 727       | (6)              | (1%)               | 67              | \$24.49                 |
| Real Estate Sales Agents (41-9022)   | 590       | 605       | 15               | 3%                 | 54              | \$22.02                 |
| Hairdressers, Hairstylists, and Cosmetologists (39-5012)   | 383       | 385       | 2                | 1%                 | 53              | \$12.51                 |
| Property, Real Estate, and Community Association Managers (11-9141)                                    | 560       | 571       | 11               | 2%                 | 49              | \$22.35                 |
| Buyers and Purchasing Agents (13-1028)   | 320       | 336       | 16               | 5%                 | 35              | \$29.07                 |
| Insurance Sales Agents (41-3021)   | 358       | 341       | (17)             | (5%)               | 29              | \$26.68                 |
| Manicurists and Pedicurists (39-5092)  | 187       | 206       | 19               | 10%                | 26              | \$14.15                 |
| Sales and Related Workers, All Other (41-9099)   | 161       | 160       | (1)              | (1%)               | 21              | \$17.92                 |
| Barbers (39-5011)  | 154       | 166       | 12               | 8%                 | 20              | \$17.93                 |

## BUSINESS AND ENTREPRENEURSHIP, CONTINUED

| Occupation (SOC)   | 2024 Jobs     | 2029 Jobs     | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|--|---------------|---------------|------------------|--------------------|-----------------|-------------------------|
| First-Line Supervisors of Non-Retail Sales Workers (41-1012)         | 218           | 204           | (14)             | (6%)               | 17              | \$24.36                 |
| Skincare Specialists (39-5094)                                       | 90            | 98            | 8                | 9%                 | 15              | \$16.24                 |
| Cost Estimators (13-1051)  | 151           | 154           | 3                | 2%                 | 14              | \$28.77                 |
| Payroll and Timekeeping Clerks (43-3051)                             | 135           | 118           | (17)             | (13%)              | 13              | \$23.29                 |
| Real Estate Brokers (41-9021)  | 134           | 136           | 2                | 1%                 | 12              | \$25.25                 |
| Data Entry Keyers (43-9021)  | 117           | 93            | (24)             | (21%)              | 12              | \$17.42                 |
| Insurance Claims and Policy Processing Clerks (43-9041)              | 131           | 118           | (13)             | (10%)              | 11              | \$22.53                 |
| Bill and Account Collectors (43-3011)                                | 94            | 82            | (12)             | (13%)              | 9               | \$24.28                 |
| Brokerage Clerks (43-4011)   | 78            | 74            | (4)              | (5%)               | 9               | \$20.58                 |
| Order Clerks (43-4151)   | 85            | 74            | (11)             | (13%)              | 9               | \$18.66                 |
| Human Resources Assistants, Except Payroll and Timekeeping (43-4161) | 74            | 69            | (5)              | (7%)               | 8               | \$22.58                 |
| Title Examiners, Abstractors, and Searchers (23-2093)                | 74            | 70            | (4)              | (5%)               | 7               | \$35.63                 |
| File Clerks (43-4071)  | 53            | 45            | (8)              | (15%)              | 6               | \$17.71                 |
| Loan Interviewers and Clerks (43-4131)                               | 70            | 64            | (6)              | (9%)               | 6               | \$22.91                 |
| Morticians, Undertakers, and Funeral Arrangers (39-4031)             | 31            | 37            | 6                | 19%                | 5               | \$17.31                 |
| Funeral Home Managers (11-9171)                                      | 2             | 4             | 2                | 100%               | 1               | \$13.49                 |
| Statistical Assistants (43-9111)                                     | 1             | 2             | 1                | 100%               | 0               | \$32.72                 |
| <b>Low-Quality Jobs</b>  |               |               |                  |                    |                 |                         |
| Tellers (43-3071)  | 187           | 145           | (42)             | (22%)              | 17              | \$21.37                 |
| Advertising Sales Agents (41-3011)                                   | 71            | 63            | (8)              | (11%)              | 7               | \$17.64                 |
| Tax Preparers (13-2082)  | 36            | 39            | 3                | 8%                 | 5               | \$14.15                 |
| Procurement Clerks (43-3061)   | 41            | 39            | (2)              | (5%)               | 4               | \$22.86                 |
| Word Processors and Typists (43-9022)                                | 32            | 27            | (5)              | (16%)              | 4               | \$23.26                 |
| Property Appraisers and Assessors (13-2028)                          | 35            | 32            | (3)              | (9%)               | 3               | \$30.09                 |
| Insurance Appraisers, Auto Damage (13-1032)                          | 1             | 1             | 0                | 0%                 | 0               | \$29.17                 |
| Embalmers (39-4011)  | 0             | 0             | 0                | 0%                 | 0               | \$23.81                 |
| Credit Authorizers, Checkers, and Clerks (43-4041)                   | 1             | 0             | (1)              | (100%)             | 0               | \$18.69                 |
| <b>Total</b>   | <b>16,427</b> | <b>16,328</b> | <b>(99)</b>      | <b>(1%)</b>        | <b>1,774</b>    | <b>\$24.43</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed

## BUSINESS AND ENTREPRENEURSHIP, CONTINUED

**Supply**

From 2021 to 2024, community colleges in the South Central Coast region awarded an average of 3,263 awards annually across 16 programs within the Business and Entrepreneurship sector, as shown in Exhibit 14. SBCCD conferred an average of 261 awards each year, accounting for approximately 8% of all Business and Entrepreneurship awards in the SCC Region. The top-producing program at SBCCD was Business Administration (0505.00), with an average of 140 awards conferred annually.

**Exhibit 14: Business and Entrepreneurship Awards (Degrees and Certificates)**

| <b>Program Name (TOP)</b>                        | <b>SBCCD<br/>3-Year Average<br/>(2021–2024)</b> | <b>South Central Coast Region<br/>3-Year Average<br/>(2021–2024)</b> |
|--|---|--|
| Accounting (0502.00)                             | 45  | 545  |
| Banking and Finance (0504.00)                    | 5   | 5  |
| Business Administration (0505.00)                | 140   | 1,308  |
| Business and Commerce, General (0501.00)         | -   | 613  |
| Business Management (0506.00)                    | 4   | 308  |
| Cosmetology and Barbering (3007.00)              | 24  | 64   |
| Customer Service (0518.00)                       | -   | 5  |
| E-Commerce (Business emphasis) (0509.70)         | -   | 5  |
| International Business and Trade (0508.00)       | 4   | 6  |
| Legal Office Technology (0514.10)                | -   | 12   |
| Management Development and Supervision (0506.30) | 2   | 8  |
| Marketing and Distribution (0509.00)             | 25  | 77   |
| Other Business and Management (0599.00)          | -   | 200  |
| Real Estate (0511.00)                            | 10  | 54   |
| Sales and Salesmanship (0509.40)                 | -   | 11   |
| Small Business and Entrepreneurship (0506.40)    | 2   | 42   |
| <b>Total</b>                                     | <b>261</b>                                      | <b>3,263</b>   |

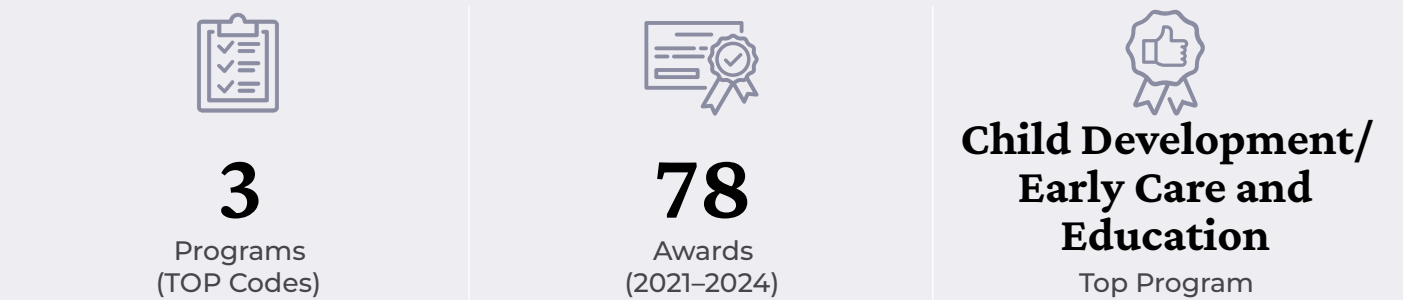
Source: California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates no programs were offered under this TOP code and a zero (0) indicates a program is offered, but the three-year average of awards equaled less than one.

# Education and Human Development

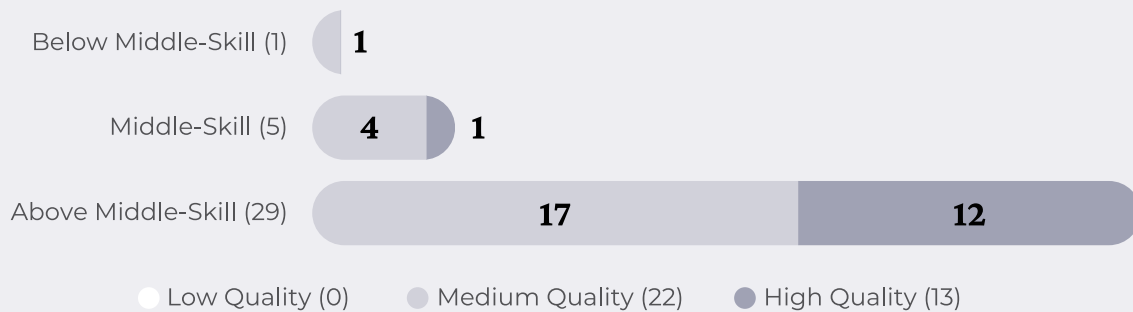
## Labor Market Demand Data Points



## Labor Market Supply Data Points



## Job Quality by Occupational Skill Level



## EDUCATION AND HUMAN DEVELOPMENT, CONTINUED

**Demand**

In 2024, there were 14,426 jobs across 35 Education and Human Development occupations in the district service area. Of those, 30% (4,269) are for middle-skill occupations. Of the 1,679 projected annual openings, 39% (660) are for middle-skill occupations. Exhibit 15 shows the number of jobs, annual openings, five-year employment change, and entry-level hourly wage for the five middle-skill occupations within the sector by job quality level.

**Exhibit 15: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Education and Human Development Middle-Skill Occupations**

| Occupation (SOC)  | 2024 Jobs    | 2029 Jobs    | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|---|--------------|--------------|------------------|--------------------|-----------------|-------------------------|
| <b>High-Quality Jobs</b>                                  |              |              |                  |                    |                 |                         |
| Kindergarten Teachers, Except Special Education (25-2012) | 159          | 168          | 9                | 6%                 | 21              | \$38.25                 |
| <b>Medium-Quality Jobs</b>                                |              |              |                  |                    |                 |                         |
| Childcare Workers (39-9011)                               | 1,815        | 1,901        | 86               | 5%                 | 335             | \$16.04                 |
| Teaching Assistants, Except Postsecondary (25-9045)       | 1,373        | 1,445        | 72               | 5%                 | 189             | \$18.01                 |
| Teaching Assistants, Postsecondary (25-9044)              | 587          | 582          | (5)              | (1%)               | 71              | \$17.18                 |
| Preschool Teachers, Except Special Education (25-2011)    | 335          | 359          | 24               | 7%                 | 44              | \$18.49                 |
| <b>Total</b>  | <b>4,269</b> | <b>4,455</b> | <b>186</b>       | <b>4%</b>          | <b>660</b>      | <b>\$17.85</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed



## EDUCATION AND HUMAN DEVELOPMENT, CONTINUED

**Supply**

From 2021 to 2024, community colleges in the South Central Coast region awarded an average of 1,030 awards annually across 14 programs within the Education and Human Development sector, as shown in Exhibit 16. SBCCD conferred an average of 78 awards each year, accounting for approximately 8% of all Education and Human Development awards in the SCC Region. The top-producing program at SBCCD was Child Development/Early Care and Education (1305.00), with an average of 69 awards conferred annually.

**Exhibit 16: Education and Human Development Awards (Degrees and Certificates)**

| <b>Program Name (TOP)</b>                                 | <b>SBCCD<br/>3-Year Average<br/>(2021–2024)</b> | <b>South Central Coast Region<br/>3-Year Average<br/>(2021–2024)</b> |
|---|---|--|
| Child and Adolescent Development (1305.10)                | 5   | 119  |
| Child Development Administration and Management (1305.80) | -   | 12   |
| Child Development/Early Care and Education (1305.00)      | 69  | 705  |
| Children with Special Needs (1305.20)                     | -   | 10   |
| Coaching (0835.60)  | -   | 1  |
| Educational Aide (Teacher Assistant) (0802.00)            | -   | 60   |
| Educational Aide (Teacher Assistant), Bilingual (0802.10) | -   | 0  |
| Family Studies (1308.00)                                  | -   | 22   |
| Infants and Toddlers (1305.90)                            | 4   | 21   |
| Other Education (0899.00)                                 | -   | 1  |
| Preschool Age Children (1305.40)                          | -   | 22   |
| Recreation (0836.00)                                      | -   | 24   |
| Sign Language Interpreting (0850.10)                      | -   | 26   |
| The School Age Child (1305.50)                            | -   | 7  |
| <b>Total</b>  | <b>78</b>                                       | <b>1,030</b>   |

Source: California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates no programs were offered under this TOP code and a zero (0) indicates a program is offered, but the three-year average of awards equaled less than one.

## Energy, Construction and Utilities

### Labor Market Demand Data Points



**94**

Occupations



**9,268**

2024 Jobs



**886**

Annual Openings



**337**

Five-Year Change



**4%**

Five-Year % Change



**\$27.16**

Entry-Level Wages

### Labor Market Supply Data Points



**2**

Programs  
(TOP Codes)



**14**

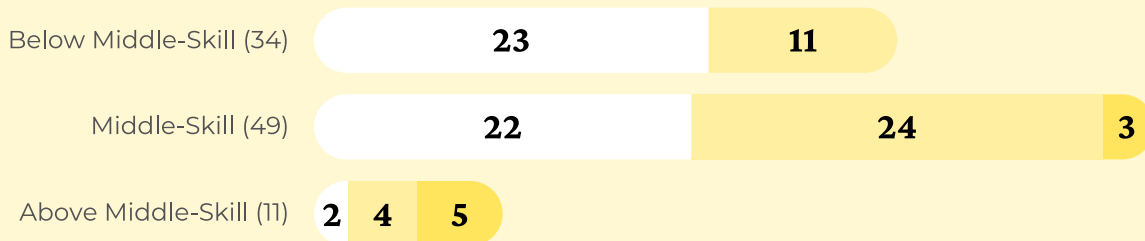
Awards  
(2021-2024)



**Construction Crafts  
Technology**

Top Program

### Job Quality by Occupational Skill Level



● Low Quality (47) ● Medium Quality (39) ● High Quality (8)

## ENERGY, CONSTRUCTION AND UTILITIES, CONTINUED

**Demand**

In 2024, there were 6,775 jobs across 94 Energy, Construction, and Utilities occupations in the district service area. Of those, 43% (2,935) are for middle-skill occupations. Of the 657 projected annual openings, 43% (285) are for middle-skill occupations. Exhibit 17 shows the number of jobs, annual openings, five-year employment change, and entry-level hourly wage for the 49 middle-skill occupations within the sector by job quality level.

## LABOR MARKET SPOTLIGHT:

## The Blue Economy, Commercial Diving, and Offshore Construction and Energy

Due to its proximity to the coastline, SBCCD is well positioned to address workforce development needs in areas such as offshore energy, commercial diving, and the Blue Economy. The Blue Economy is an emerging area and focuses on principles such as sustainability, innovation, inclusivity, and resilience and focuses on ocean-centric sectors such as offshore wind, aquaculture, and fisheries.<sup>12</sup> SBCCD is working to address this developing area and is part of the Ocean Collective, an initiative working to develop workforce and education opportunities in commercial fisheries, aquaculture, coastal restoration, renewable energy and advanced ocean technologies.<sup>13</sup> Additionally, SBCCD is one of two community colleges that offer a commercial diving training program in the United States. Students in this program obtain hands-on experience with underwater tools, inspection, conduct marine growth surveys, and inspect damage to the surface below.<sup>14</sup> The CCCCO categorizes Diving and Underwater Safety (0959.10) programs as Retail, Hospitality, and Tourism. Therefore, the supply for SBCCD's Commercial Diving program is listed under that sector.

The traditional labor market data included in this report suggests that there are no jobs for *Commercial Divers (49-9092)* in the SBCCD service area. However, this is likely due to how labor market data is collected and reported. Data from the Bureau of Labor Statistics shows that employment for Commercial Divers (49-9092) is concentrated in Gulf states such as Louisiana, Florida, and Texas. *Commercial Divers (49-9092)* that work for companies headquartered in those states are likely counted in those states, rather than their actual place of work.<sup>15</sup> SBCCD should continue to work with local employers to track local employment opportunities for *Commercial Divers (49-9092)*.

Offshore energy, particularly offshore drilling, could present other challenges and opportunities. In early 2026, the California State Lands Commission launched an Environmental Impact Report to study how removing an offshore oil platform near Goleta could affect marine life and the environment. Though no final decision has been made, removing the platform could create short-term offshore construction opportunities, as well as opportunities for jobs in other sectors such as those related to conservation, water, and air quality.<sup>16</sup> At the other end of the spectrum, Sable Offshore Corp. recently resumed offshore oil production operations that have become the center of an ongoing legal battle between the state and federal government.<sup>17</sup> Though the future of offshore oil production is uncertain, Sable Offshore employees more than 100 workers and 400 contractors throughout Santa Barbara County.<sup>18</sup> Additionally, a UCSB Economic Forecasting Project analysis of the Blue Economy shows that employment in industries related to offshore mineral resources, including offshore drilling and gas operations, declined 53% in Santa Barbara County from 2014 to 2024, the largest drop of all Blue Economy industries.<sup>19</sup>

SBCCD could continue to monitor developments in offshore drilling, marine construction, and the broader Blue Economy to meet workforce needs. Those future needs could be related to expanded oil operations or may require retraining or upskilling of current oil industry workers if offshore mineral resource employment continues to decline.

## ENERGY, CONSTRUCTION AND UTILITIES, CONTINUED

**Exhibit 17: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Energy, Construction, and Utilities Middle-Skill Occupations**

| Occupation (SOC)  | 2024 Jobs | 2029 Jobs | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|---|-----------|-----------|------------------|--------------------|-----------------|-------------------------|
| <b>High-Quality Jobs</b>  |           |           |                  |                    |                 |                         |
| First-Line Supervisors of Construction Trades and Extraction Workers (47-1011)          | 448       | 474       | 26               | 6%                 | 42              | \$32.50                 |
| Construction and Building Inspectors (47-4011)  | 151       | 154       | 3                | 2%                 | 18              | \$36.21                 |
| Civil Engineering Technologists and Technicians (17-3022)                               | 86        | 83        | (3)              | (3%)               | 7               | \$31.74                 |
| <b>Medium-Quality Jobs</b>  |           |           |                  |                    |                 |                         |
| Carpenters (47-2031)  | 762       | 761       | (1)              | 0%                 | 65              | \$22.68                 |
| Plumbers, Pipefitters, and Steamfitters (47-2152)                                       | 419       | 440       | 21               | 5%                 | 41              | \$27.91                 |
| Electricians (47-2111)  | 370       | 398       | 28               | 8%                 | 40              | \$26.80                 |
| Operating Engineers and Other Construction Equipment Operators (47-2073)                | 216       | 231       | 15               | 7%                 | 22              | \$30.01                 |
| Heating, Air Conditioning, and Refrigeration Mechanics and Installers (49-9021)         | 189       | 204       | 15               | 8%                 | 20              | \$26.62                 |
| Installation, Maintenance, and Repair Workers, All Other (49-9099)                      | 198       | 199       | 1                | 1%                 | 20              | \$20.22                 |
| Architectural and Civil Drafters (17-3011)  | 168       | 169       | 1                | 1%                 | 15              | \$28.25                 |
| Water and Wastewater Treatment Plant and System Operators (51-8031)                     | 114       | 112       | (2)              | (2%)               | 11              | \$32.09                 |
| Solar Photovoltaic Installers (47-2231)   | 27        | 48        | 21               | 78%                | 8               | \$21.86                 |
| Telecommunications Equipment Installers and Repairers, Except Line Installers (49-2022) | 91        | 77        | (14)             | (15%)              | 8               | \$22.58                 |
| Cabinetmakers and Bench Carpenters (51-7011)  | 65        | 67        | 2                | 3%                 | 8               | \$21.25                 |
| Surveying and Mapping Technicians (17-3031)   | 49        | 52        | 3                | 6%                 | 7               | \$26.82                 |
| Environmental Science and Protection Technicians, Including Health (19-4042)            | 55        | 57        | 2                | 4%                 | 7               | \$19.71                 |
| Stationary Engineers and Boiler Operators (51-8021)                                     | 57        | 60        | 3                | 5%                 | 7               | \$21.86                 |
| Sheet Metal Workers (47-2211)   | 61        | 64        | 3                | 5%                 | 6               | \$27.31                 |
| Environmental Engineering Technologists and Technicians (17-3025)                       | 36        | 36        | 0                | 0%                 | 3               | \$43.65                 |
| Electrical Power-Line Installers and Repairers (49-9051)                                | 36        | 39        | 3                | 8%                 | 3               | \$49.64                 |
| Hydrologic Technicians (19-4044)  | 1         | 1         | 0                | 0%                 | 0               | \$21.31                 |
| Nuclear Technicians (19-4051)   | 1         | 1         | 0                | 0%                 | 0               | \$25.22                 |
| Explosives Workers, Ordnance Handling Experts, and Blasters (47-5032)                   | 2         | 2         | 0                | 0%                 | 0               | \$33.91                 |
| Electrical and Electronics Repairers, Powerhouse, Substation, and Relay (49-2095)       | 1         | 1         | 0                | 0%                 | 0               | \$44.33                 |

## ENERGY, CONSTRUCTION AND UTILITIES, CONTINUED

| Occupation (SOC)   | 2024 Jobs    | 2029 Jobs    | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|--|--------------|--------------|------------------|--------------------|-----------------|-------------------------|
| Nuclear Power Reactor Operators (51-8011)                                    | 0            | 0            | 0                | 0%                 | 0               | \$53.80                 |
| Power Distributors and Dispatchers (51-8012)                                 | 1            | 2            | 1                | 100%               | 0               | \$45.37                 |
| Gas Plant Operators (51-8092)  | 0            | 0            | 0                | 0%                 | 0               | \$57.83                 |
| <b>Low-Quality Jobs</b>  |              |              |                  |                    |                 |                         |
| Glaziers (47-2121)   | 50           | 50           | 0                | 0%                 | 5               | \$27.74                 |
| Security and Fire Alarm Systems Installers (49-2098)                         | 46           | 48           | 2                | 4%                 | 5               | \$24.36                 |
| Brickmasons and Blockmasons (47-2021)  | 40           | 40           | 0                | 0%                 | 3               | \$18.74                 |
| Structural Iron and Steel Workers (47-2221)                                  | 35           | 36           | 1                | 3%                 | 3               | \$22.75                 |
| Telecommunications Line Installers and Repairers (49-9052)                   | 35           | 30           | (5)              | (14%)              | 3               | \$29.19                 |
| Paving, Surfacing, and Tamping Equipment Operators (47-2071)                 | 17           | 18           | 1                | 6%                 | 2               | \$18.03                 |
| Reinforcing Iron and Rebar Workers (47-2171)                                 | 19           | 18           | (1)              | (5%)               | 2               | \$25.38                 |
| Sawing Machine Setters, Operators, and Tenders, Wood (51-7041)               | 13           | 15           | 2                | 15%                | 2               | \$16.01                 |
| Woodworking Machine Setters, Operators, and Tenders, Except Sawing (51-7042) | 12           | 13           | 1                | 8%                 | 2               | \$17.22                 |
| Drafters, All Other (17-3019)  | 16           | 16           | 0                | 0%                 | 1               | \$25.41                 |
| Geological Technicians, Except Hydrologic Technicians (19-4043)              | 7            | 7            | 0                | 0%                 | 1               | \$22.08                 |
| Stonemasons (47-2022)  | 19           | 19           | 0                | 0%                 | 1               | \$28.53                 |
| Woodworkers, All Other (51-7099)   | 9            | 8            | (1)              | (11%)              | 1               | \$7.47                  |
| Power Plant Operators (51-8013)  | 8            | 8            | 0                | 0%                 | 1               | \$33.86                 |
| Terrazzo Workers and Finishers (47-2053)                                     | 0            | 0            | 0                | 0%                 | 0               | \$15.87                 |
| Pile Driver Operators (47-2072)  | 0            | 0            | 0                | 0%                 | 0               | \$15.30                 |
| Radio, Cellular, and Tower Equipment Installers and Repairers (49-2021)      | 2            | 2            | 0                | 0%                 | 0               | \$18.55                 |
| Refractory Materials Repairers, Except Brickmasons (49-9045)                 | 0            | 0            | 0                | 0%                 | 0               | \$9.07                  |
| Wind Turbine Service Technicians (49-9081)                                   | 2            | 2            | 0                | 0%                 | 0               | \$20.24                 |
| Commercial Divers (49-9092)  | 0            | 0            | 0                | 0%                 | 0               | \$17.71                 |
| Model Makers, Wood (51-7031)   | 1            | 0            | (1)              | (100%)             | 0               | \$10.33                 |
| Patternmakers, Wood (51-7032)  | 0            | 0            | 0                | 0%                 | 0               | \$10.03                 |
| <b>Total</b>   | <b>3,935</b> | <b>4,062</b> | <b>127</b>       | <b>3%</b>          | <b>390</b>      | <b>\$27.01</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed

## ENERGY, CONSTRUCTION AND UTILITIES, CONTINUED

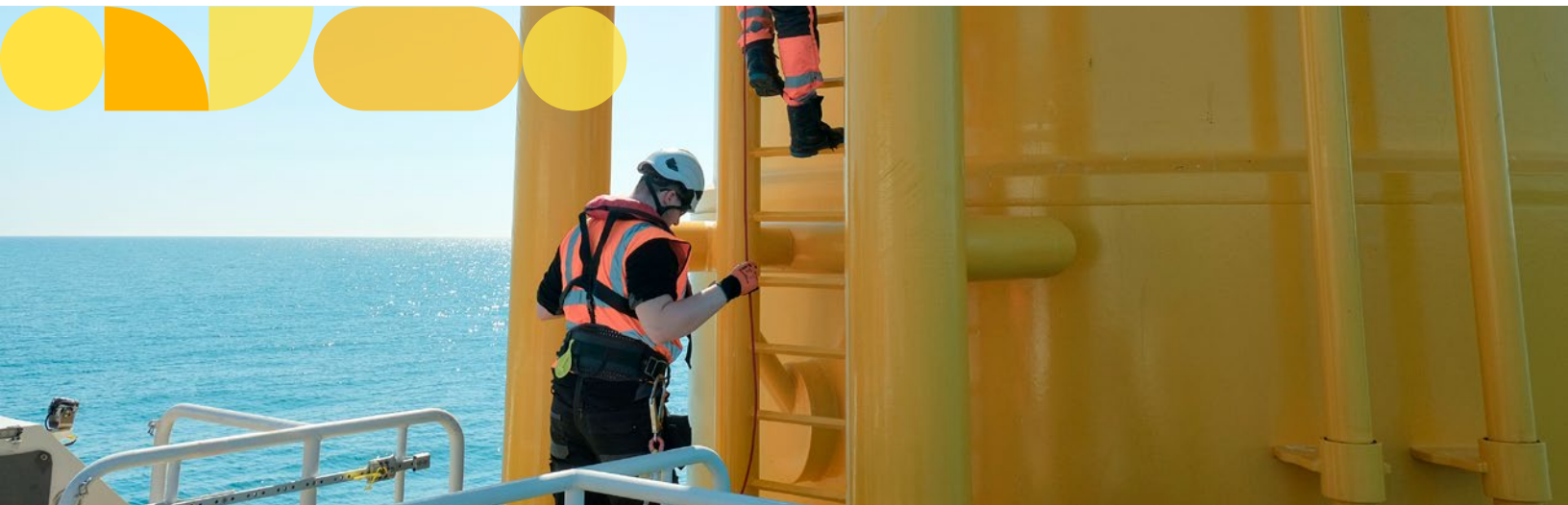
**Supply**

From 2021 to 2024, community colleges in the South Central Coast region awarded an average of 330 awards annually across 13 programs within the Energy, Construction, and Utilities sector, as shown in Exhibit 18. SBCCD conferred an average of 14 awards each year, accounting for approximately 4% of all Energy, Construction, and Utilities awards in the SCC Region. The top-producing program at SBCCD was Construction Crafts Technology (0952.00), with an average of 10 awards conferred annually. Drafting Technology (0953.00) is the only other program for which awards were conferred in this sector (4 awards).

**Exhibit 18: Energy, Construction, and Utilities Awards (Degrees and Certificates)**

| Program Name (TOP)                                     | SBCCD<br>3-Year Average<br>(2021–2024) | South Central Coast Region<br>3-Year Average<br>(2021–2024) |
|--|--|---|
| Architectural Drafting (0953.10)                       | -                                      | 32  |
| Architecture and Architectural Technology (0201.00)    | -                                      | 26  |
| Carpentry (0952.10)                                    | -                                      | 0   |
| Civil and Construction Management Technology (0957.00) | -                                      | 27  |
| Construction Crafts Technology (0952.00)               | 10                                     | 22  |
| Construction Inspection (0957.20)                      | -                                      | 15  |
| Drafting Technology (0953.00)                          | 4                                      | 40  |
| Electrical (0952.20)                                   | -                                      | 53  |
| Environmental Control Technology (0946.00)             | -                                      | 28  |
| Painting, Decorating, and Flooring (0952.70)           | -                                      | 2   |
| Plumbing, Pipefitting and Steamfitting (0952.30)       | -                                      | 0   |
| Surveying (0957.30)                                    | -                                      | 19  |
| Water and Wastewater Technology (0958.00)              | -                                      | 66  |
| <b>Total</b>   | <b>14</b>                              | <b>330</b>  |

Source: California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates no programs were offered under this TOP code and a zero (0) indicates a program is offered, but the three-year average of awards equaled less than one.



# Health

## Labor Market Demand Data Points



**96**

Occupations



**16,118**

2024 Jobs



**1,900**

Annual Openings



**1,383**

Five-Year Change



**9%**

Five-Year % Change



**\$33.13**

Entry-Level Wages

## Labor Market Supply Data Points



**10**

Programs  
(TOP Codes)



**282**

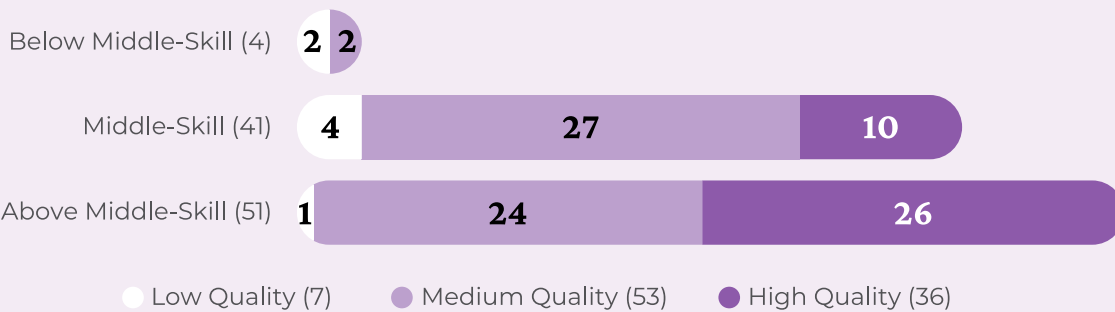
Awards  
(2021-2024)



**Health Information  
Technology**

Top Program

## Job Quality by Occupational Skill Level



## HEALTH, CONTINUED

**Demand**

In 2024, there were 16,118 jobs across 96 Health occupations in the district service area. Of those, 76% (12,204) are for middle-skill occupations. Of the 1,900 projected annual openings, 83% (1,586) are for middle-skill occupations. Exhibit 19 shows the number of jobs, annual openings, five-year employment change, and entry-level hourly wage for the 41 middle-skill occupations within the sector by job quality level.

**Exhibit 19: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Health Middle-Skill Occupations**

| Occupation (SOC)  | 2024 Jobs | 2029 Jobs | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|---|-----------|-----------|------------------|--------------------|-----------------|-------------------------|
| <b>High-Quality Jobs</b>                                    |           |           |                  |                    |                 |                         |
| Registered Nurses (29-1141)                                 | 2,229     | 2,349     | 120              | 5%                 | 145             | \$53.85                 |
| Medical Assistants (31-9092)                                | 870       | 961       | 91               | 10%                | 136             | \$22.13                 |
| Licensed Practical and Licensed Vocational Nurses (29-2061) | 474       | 497       | 23               | 5%                 | 44              | \$33.49                 |
| Paramedics (29-2043)  | 178       | 224       | 46               | 26%                | 18              | \$34.71                 |
| Radiologic Technologists and Technicians (29-2034)          | 191       | 202       | 11               | 6%                 | 12              | \$46.28                 |
| Physical Therapist Assistants (31-2021)                     | 45        | 54        | 9                | 20%                | 9               | \$36.03                 |
| Dental Hygienists (29-1292)                                 | 109       | 113       | 4                | 4%                 | 8               | \$60.39                 |
| Respiratory Therapists (29-1126)                            | 80        | 89        | 9                | 11%                | 6               | \$46.36                 |
| Diagnostic Medical Sonographers (29-2032)                   | 70        | 77        | 7                | 10%                | 5               | \$57.39                 |
| Occupational Therapy Assistants (31-2011)                   | 21        | 25        | 4                | 19%                | 3               | \$34.64                 |
| <b>Medium-Quality Jobs</b>                                  |           |           |                  |                    |                 |                         |
| Home Health and Personal Care Aides (31-1128)               | 3,770     | 4,157     | 387              | 10%                | 659             | \$16.08                 |
| Nursing Assistants (31-1131)                                | 826       | 898       | 72               | 9%                 | 136             | \$19.36                 |
| Medical Secretaries and Administrative Assistants (43-6013) | 563       | 597       | 34               | 6%                 | 65              | \$21.25                 |
| Social and Human Service Assistants (21-1093)               | 417       | 456       | 39               | 9%                 | 52              | \$22.70                 |
| Emergency Medical Technicians (29-2042)                     | 370       | 464       | 94               | 25%                | 50              | \$20.37                 |
| Dental Assistants (31-9091)                                 | 229       | 238       | 9                | 4%                 | 34              | \$22.08                 |
| Massage Therapists (31-9011)                                | 210       | 235       | 25               | 12%                | 33              | \$16.11                 |
| Phlebotomists (31-9097)                                     | 179       | 189       | 10               | 6%                 | 26              | \$24.31                 |
| Pharmacy Technicians (29-2052)                              | 246       | 247       | 1                | 0%                 | 24              | \$21.35                 |
| Healthcare Support Workers, All Other (31-9099)             | 139       | 142       | 3                | 2%                 | 20              | \$22.27                 |
| Medical Records Specialists (29-2072)                       | 145       | 153       | 8                | 6%                 | 12              | \$21.84                 |
| Health Technologists and Technicians, All Other (29-2099)   | 132       | 137       | 5                | 4%                 | 11              | \$23.21                 |

## HEALTH, CONTINUED

| Occupation (SOC)  | 2024 Jobs     | 2029 Jobs     | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|---|---------------|---------------|------------------|--------------------|-----------------|-------------------------|
| Physical Therapist Aides (31-2022)                                  | 68            | 69            | 1                | 1%                 | 10              | \$16.96                 |
| Medical Equipment Preparers (31-9093)                               | 45            | 47            | 2                | 4%                 | 7               | \$21.59                 |
| Dietetic Technicians (29-2051)                                      | 45            | 48            | 3                | 7%                 | 6               | \$17.44                 |
| Surgical Technologists (29-2055)                                    | 91            | 95            | 4                | 4%                 | 6               | \$32.57                 |
| Community Health Workers (21-1094)                                  | 35            | 40            | 5                | 14%                | 5               | \$21.52                 |
| Cardiovascular Technologists and Technicians (29-2031)              | 72            | 76            | 4                | 6%                 | 5               | \$28.24                 |
| Health Information Technologists and Medical Registrars (29-9021)   | 52            | 58            | 6                | 12%                | 5               | \$26.75                 |
| Magnetic Resonance Imaging Technologists (29-2035)                  | 39            | 42            | 3                | 8%                 | 3               | \$50.63                 |
| Ophthalmic Medical Technicians (29-2057)                            | 20            | 24            | 4                | 20%                | 3               | \$17.53                 |
| Healthcare Practitioners and Technical Workers, All Other (29-9099) | 23            | 24            | 1                | 4%                 | 2               | \$19.86                 |
| Nuclear Medicine Technologists (29-2033)                            | 25            | 26            | 1                | 4%                 | 1               | \$45.96                 |
| Surgical Assistants (29-9093)                                       | 16            | 17            | 1                | 6%                 | 1               | \$25.54                 |
| Radiation Therapists (29-1124)                                      | 9             | 9             | 0                | 0%                 | 0               | \$59.09                 |
| Medical Dosimetrists (29-2036)                                      | 3             | 3             | 0                | 0%                 | 0               | \$25.33                 |
| Occupational Therapy Aides (31-2012)                                | 2             | 2             | 0                | 0%                 | 0               | \$16.03                 |
| <b>Low-Quality Jobs</b>   |               |               |                  |                    |                 |                         |
| Medical Transcriptionists (31-9094)                                 | 62            | 54            | (8)              | (13%)              | 11              | \$18.63                 |
| Dental Laboratory Technicians (51-9081)                             | 39            | 40            | 1                | 3%                 | 6               | \$18.92                 |
| Psychiatric Technicians (29-2053)                                   | 32            | 36            | 4                | 13%                | 4               | \$28.65                 |
| Opticians, Dispensing (29-2081)                                     | 33            | 32            | (1)              | (3%)               | 3               | \$21.31                 |
| <b>Total</b>  | <b>12,204</b> | <b>13,246</b> | <b>1,042</b>     | <b>9%</b>          | <b>1,586</b>    | <b>\$27.72</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed

## HEALTH, CONTINUED

**Supply**

From 2021 to 2024, community colleges in the South Central Coast region awarded an average of 1,987 awards annually across 27 programs within the Health sector, as shown in Exhibit 20. SBCCD conferred an average of 282 awards each year, accounting for approximately 14% of all Health awards in the SCC Region. The top-producing program at SBCCD was Health Information Technology (1223.00), with an average of 74 awards conferred annually.

## LABOR MARKET SPOTLIGHT:

**Health Information Management**

As noted in Exhibit 20, the top Health program in the SBCCD service area is Health Information Technology (1223.00). In March 2026, SBCCD received final authorization for a new Health Information Management (HIM) Baccalaureate Degree Program (BDP). This program will be the first BDP offered at SBCCD and will expand on current pathways in the Health Information Technology (HIT) degree, as well as provide students with managerial skills. The BDP will be available to students starting in Fall 2026, and is offered completely online, making it accessible to students and preparing them for real-world situations, as many HIM roles are remote. Examples of potential careers students can pursue are management roles in areas such as veterinary clinics, nursing homes, hospitals, and more.<sup>11</sup>

This range of potential careers reflects the evolving nature of Health Information Management. Though detailed data for above middle-skill occupations is not included in this report, SBCCD's Health Information Management BDP could prepare students for other High-Quality occupations such as *Medical and Health Services Managers (11-9111)*. Additional middle skill Medium-Quality jobs that are related to Health Information Technology (HIT) include *Health Information Technologists and Medical Registrars (29-9021)*, *Medical Records Specialists (29-2072)*, *Medical Secretaries and Administrative Assistants (43-6013)*, and the emerging occupation *Health Informatics Specialists (15-1211.01)*. SBCCD could consider partnering with other regional community colleges across the SCC Region to create clearly defined transfer pathways to this new bachelor's degree to connect students across the region to High-Quality employment opportunities.



## HEALTH, CONTINUED

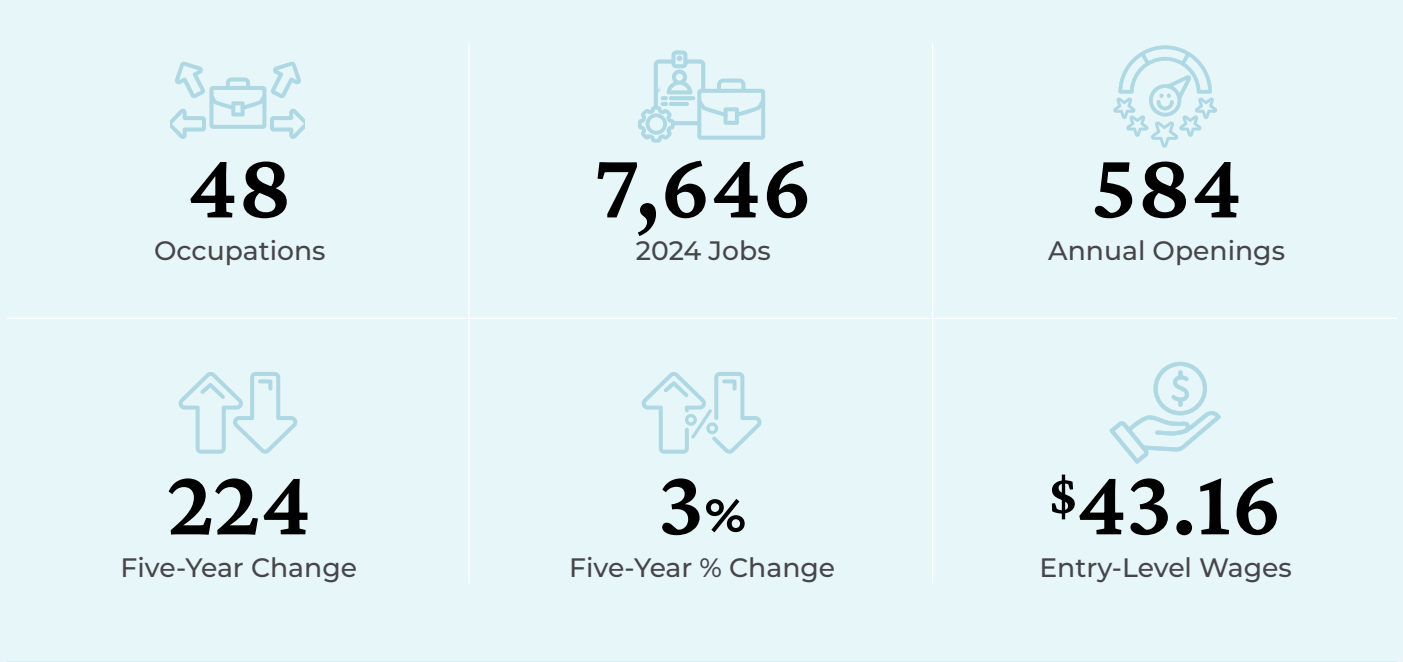
**Exhibit 20: Health Awards (Degrees and Certificates)**

| <b>Program Name (TOP)</b>                       | <b>SBCCD<br/>3-Year Average<br/>(2021–2024)</b> | <b>South Central Coast Region<br/>3-Year Average<br/>(2021–2024)</b> |
|---|---|--|
| Administrative Medical Assisting (1208.20)      | 14  | 42   |
| Alcohol and Controlled Substances (2104.40)     | 10  | 175  |
| Athletic Training and Sports Medicine (1228.00) | -   | 7  |
| Certified Nurse Assistant (1230.30)             | -   | 59   |
| Clinical Medical Assisting (1208.10)            | -   | 21   |
| Dental Assistant (1240.10)                      | -   | 71   |
| Dental Hygienist (1240.20)                      | -   | 17   |
| Electrocardiography (1215.00)                   | -   | 21   |
| Emergency Medical Services (1250.00)            | -   | 295  |
| Health Information Coding (1223.10)             | 38  | 38   |
| Health Information Technology (1223.00)         | 74  | 74   |
| Health Occupations, General (1201.00)           | 23  | 132  |
| Home Health Aide (1230.80)                      | -   | 17   |
| Hospital Central Service Technician (1209.00)   | -   | 3  |
| Licensed Vocational Nursing (1230.20)           | 33  | 130  |
| Medical Assisting (1208.00)                     | 7   | 63   |
| Medical Laboratory Technology (1205.00)         | -   | 15   |
| Medical Office Technology (0514.20)             | -   | 55   |
| Nutrition, Foods, and Culinary Arts (1306.00)   | 2   | 43   |
| Optical Technology (1219.00)                    | -   | 1  |
| Other Health Occupations (1299.00)              | -   | 1  |
| Paramedic (1251.00)                             | -   | 67   |
| Phlebotomy (1205.10)                            | -   | 45   |
| Psychiatric Technician (1239.00)                | -   | 59   |
| Radiologic Technology (1225.00)                 | 20  | 48   |
| Registered Nursing (1230.10)                    | 61  | 472  |
| Respiratory Care/Therapy (1210.00)              | -   | 16   |
| <b>Total</b>                                    | <b>282</b>                                      | <b>1,987</b>   |

Source: California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates no programs were offered under this TOP code and a zero (0) indicates a program is offered, but the three-year average of awards equaled less than one.

# Information and Communication Technologies (ICT)/Digital Media

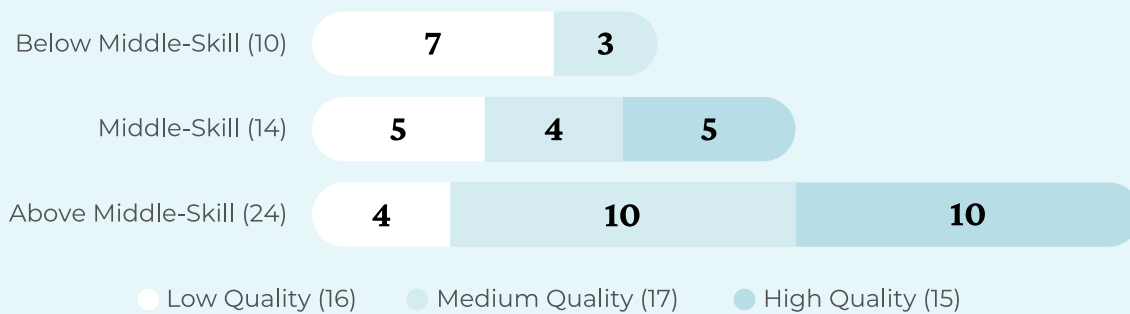
## Labor Market Demand Data Points



## Labor Market Supply Data Points



## Job Quality by Occupational Skill Level



## INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)/DIGITAL MEDIA, CONTINUED

**Demand**

In 2024, there were 7,646 jobs across 48 ICT/Digital Media occupations in the district service area. Of those, 26% (1,998) are for middle-skill occupations. Of the 584 projected annual openings, 24% (142) are for middle-skill occupations. Exhibit 21 shows the number of jobs, annual openings, five-year employment change, and entry-level hourly wage for the 14 middle-skill occupations within the sector by job quality level.

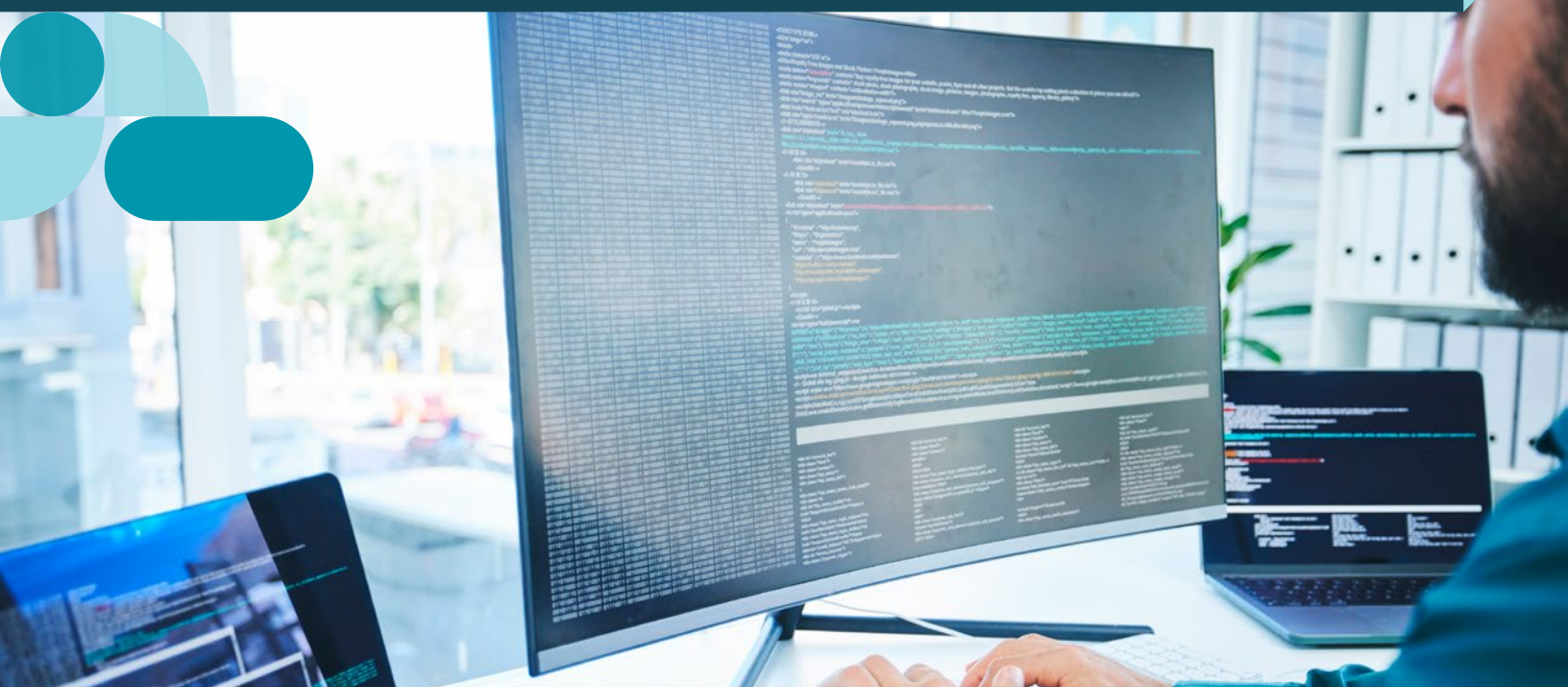
## LABOR MARKET SPOTLIGHT:

**Santa Barbara's Emerging High-Tech Industry**

The ICT/Digital Media sector has the highest entry-level wages (\$43.16) of all sectors throughout the SBCCD service area. The SBCCD service area has emerged as one of the top destinations for tech companies, including large companies such as Amazon, Google, and LinkedIn, as well as new cutting-edge technology companies such as Atomica, Cognixion, and Nexus Photonics.<sup>7</sup> This emerging tech hub is anchored by Google's Quantum AI campus, where researchers are "developing a large-scale computer capable of complex, error-corrected computations."<sup>8</sup>

To address high-tech workforce needs, UCSB and SBCCD joined forces in 2024 to provide workforce pathways into micro/nanotechnology and semiconductor manufacturing. This program was designed to build relations between employers and community college students, expand training opportunities, and build educational pathways to high-tech manufacturing jobs.<sup>9</sup> These developing nanofabrication roles will require manufacturing and electronics knowledge to build semiconductors and other nanodevices and chips that can be used for multiple technological applications, underscoring the interconnectivity between manufacturing and high tech advancements.<sup>10</sup>

Due to the rapidly evolving nature of these technologies, traditional labor market may not fully capture real-time labor market needs. The innovation ecosystem driven by these tech companies, as well as research and development efforts conducted at UCSB, will likely continue to attract high-tech companies. To address these developing areas, SBCCD could continue working with local employers to identify the skills, both within Advanced Manufacturing and ICT/Digital Media, that will be needed for the current and future high-tech workforce.



## INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)/DIGITAL MEDIA, CONTINUED

**Exhibit 21: Current Employment, Projected Occupational Demand, and Entry-Level Wages for ICT/Digital Media Middle-Skill Occupations**

| Occupation (SOC)                                      | 2024 Jobs    | 2029 Jobs    | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|---|--------------|--------------|------------------|--------------------|-----------------|-------------------------|
| <b>High-Quality Jobs</b>                              |              |              |                  |                    |                 |                         |
| Computer User Support Specialists (15-1232)           | 785          | 770          | (15)             | (2%)               | 52              | \$31.59                 |
| Web and Digital Interface Designers (15-1255)         | 235          | 234          | (1)              | 0%                 | 16              | \$31.20                 |
| Network and Computer Systems Administrators (15-1244) | 270          | 261          | (9)              | (3%)               | 14              | \$39.64                 |
| Computer Network Architects (15-1241)                 | 139          | 143          | 4                | 3%                 | 9               | \$51.99                 |
| Computer Network Support Specialists (15-1231)        | 108          | 108          | 0                | 0%                 | 7               | \$30.76                 |
| <b>Medium-Quality Jobs</b>                            |              |              |                  |                    |                 |                         |
| Photographers (27-4021)                               | 157          | 151          | (6)              | (4%)               | 13              | \$17.06                 |
| Audio and Video Technicians (27-4011)                 | 82           | 84           | 2                | 2%                 | 8               | \$21.70                 |
| Web Developers (15-1254)                              | 96           | 93           | (3)              | (3%)               | 6               | \$29.56                 |
| Choreographers (27-2032)                              | 18           | 19           | 1                | 6%                 | 3               | \$24.57                 |
| <b>Low-Quality Jobs</b>                               |              |              |                  |                    |                 |                         |
| Actors (27-2011)                                      | 66           | 68           | 2                | 3%                 | 8               | \$28.15                 |
| Broadcast Technicians (27-4012)                       | 24           | 26           | 2                | 8%                 | 3               | \$19.84                 |
| Sound Engineering Technicians (27-4014)               | 17           | 21           | 4                | 24%                | 3               | \$19.54                 |
| Desktop Publishers (43-9031)                          | 1            | 1            | 0                | 0%                 | 0               | \$15.00                 |
| Camera and Photographic Equipment Repairers (49-9061) | 0            | 0            | 0                | 0%                 | 0               | \$18.23                 |
| <b>Total</b>  | <b>1,998</b> | <b>1,979</b> | <b>(19)</b>      | <b>(1%)</b>        | <b>142</b>      | <b>\$31.93</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed

**Supply**

From 2021 to 2024, community colleges in the South Central Coast region awarded an average of 1,058 awards annually across 27 programs within the ICT/Digital Media sector, as shown in Exhibit 22. SBCCD conferred an average of 103 awards each year, accounting for approximately 10% of all ICT/Digital Media awards in the SCC Region. The top-producing program at SBCCD was Office Technology/Office Computer Applications (0514.00), with an average of 24 awards conferred annually.

## INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)/DIGITAL MEDIA, CONTINUED

**Exhibit 22: ICT/Digital Media Awards (Degrees and Certificates)**

| <b>Program Name (TOP)</b>                                | <b>SBCCD<br/>3-Year Average<br/>(2021–2024)</b> | <b>South Central Coast Region<br/>3-Year Average<br/>(2021–2024)</b> |
|--|---|--|
| Animation (0614.40)                                      | 8   | 60   |
| Applied Photography (1012.00)                            | 4   | 54   |
| Commercial Art (1013.00)                                 | -   | 1  |
| Commercial Music (1005.00)                               | -   | 38   |
| Computer Graphics and Digital Imagery (0614.60)          | 4   | 34   |
| Computer Information Systems (0702.00)                   | 4   | 161  |
| Computer Infrastructure and Support (0708.00)            | 3   | 95   |
| Computer Networking (0708.10)                            | 6   | 86   |
| Computer Programming (0707.10)                           | -   | 17   |
| Computer Software Development (0707.00)                  | 1   | 1  |
| Computer Support (0708.20)                               | -   | 10   |
| Desktop Publishing (0614.50)                             | -   | 2  |
| Digital Media (0614.00)                                  | -   | 8  |
| E-Commerce (Technology Emphasis) (0709.10)               | -   | 1  |
| Electronic Game Design (0614.20)                         | -   | 26   |
| Film Production (0612.20)                                | 11  | 35   |
| Geographic Information Systems (2206.10)                 | -   | 2  |
| Graphic Art and Design (1030.00)                         | 12  | 73   |
| Information Technology, General (0701.00)                | -   | 1  |
| Journalism (0602.00)                                     | 6   | 34   |
| Multimedia (0614.10)                                     | 6   | 21   |
| Office Technology/Office Computer Applications (0514.00) | 24  | 105  |
| Other Information Technology (0799.00)                   | 1   | 1  |
| Radio and Television (0604.00)                           | -   | 49   |
| Software Applications (0702.10)                          | 2   | 20   |
| Television (including combined TV/Film/Video) (0604.20)  | 11  | 103  |
| Website Design and Development (0614.30)                 | -   | 20   |
| <b>Total</b>   | <b>103</b>                                      | <b>1,058</b>   |

Source: California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates no programs were offered under this TOP code and a zero (0) indicates a program is offered, but the three-year average of awards equaled less than one.

# Life Sciences and Biotechnology

## Labor Market Demand Data Points



7

Occupations



926

2024 Jobs



102

Annual Openings



33

Five-Year Change



4%

Five-Year % Change



\$24.42

Entry-Level Wages

## Labor Market Supply Data Points



0

Programs  
(TOP Codes)



0

Awards  
(2021-2024)



N/A

Top Program

## Job Quality by Occupational Skill Level

Below Middle-Skill (0)

Middle-Skill (5)

1

4

Above Middle-Skill (2)

2

● Low Quality (1)

● Medium Quality (4)

● High Quality (2)

## LIFE SCIENCES AND BIOTECHNOLOGY, CONTINUED

**Demand**

In 2024, there were 926 jobs across seven Life Sciences and Biotechnology occupations in the district service area. Of those, 85% (785) are for middle-skill occupations. Of the 102 projected annual openings, 89% (91) are for middle-skill occupations. Exhibit 23 shows the number of jobs, annual openings, five-year employment change, and entry-level hourly wage for the five middle-skill occupations within the sector by job quality level.

**Exhibit 23: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Life Sciences and Biotechnology Middle-Skill Occupations**

| Occupation (SOC)  | 2024 Jobs  | 2029 Jobs  | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|---|------------|------------|------------------|--------------------|-----------------|-------------------------|
| <b>Medium-Quality Jobs</b>  |            |            |                  |                    |                 |                         |
| Inspectors, Testers, Sorters, Samplers, and Weighers (51-9061)      | 361        | 364        | 3                | 1%                 | 45              | \$21.37                 |
| Clinical Laboratory Technologists and Technicians (29-2018)         | 214        | 230        | 16               | 7%                 | 18              | \$21.21                 |
| Life, Physical, and Social Science Technicians, All Other (19-4099) | 110        | 111        | 1                | 1%                 | 15              | \$22.19                 |
| Chemical Technicians (19-4031)                                      | 45         | 49         | 4                | 9%                 | 7               | \$22.49                 |
| <b>Low-Quality Jobs</b>   |            |            |                  |                    |                 |                         |
| Medical Equipment Repairers (49-9062)                               | 55         | 58         | 3                | 5%                 | 6               | \$23.56                 |
| <b>Total</b>  | <b>785</b> | <b>812</b> | <b>27</b>        | <b>3%</b>          | <b>91</b>       | <b>\$21.66</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed

**Supply**

From 2021 to 2024, community colleges in the South Central Coast region awarded an average of 12 awards annually across one program within the Life Sciences and Biotechnology sector, as shown in Exhibit 24. SBCCD did not confer any awards between 2021 to 2024.

**Exhibit 24: Life Sciences and Biotechnology Awards (Degrees and Certificates)**

| Program Name (TOP)                                | SBCCD 3-Year Average (2021–2024) | South Central Coast Region 3-Year Average (2021–2024) |
|---|----------------------------------|---|
| Biotechnology and Biomedical Technology (0430.00) | -                                | 12  |

Source: California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates no programs were offered under this TOP code and a zero (0) indicates a program is offered, but the three-year average of awards equaled less than one.

## Other/Unassigned

### Labor Market Demand Data Points



**95**  
Occupations



**15,708**  
2024 Jobs



**2,357**  
Annual Openings



**320**  
Five-Year Change



**2%**  
Five-Year % Change



**\$21.24**  
Entry-Level Wages

### Labor Market Supply Data Points



**3**  
Programs  
(TOP Codes)

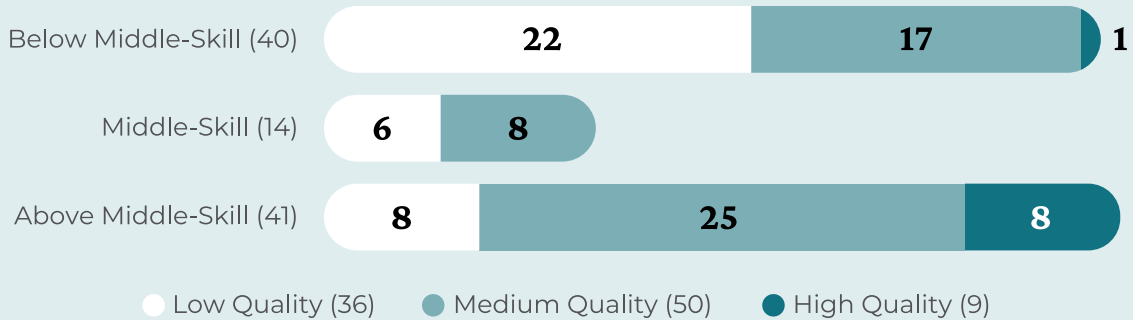


**22**  
Awards  
(2021-2024)



**Vocational ESL**  
Top Program

### Job Quality by Occupational Skill Level



## OTHER/UNASSIGNED, CONTINUED

**Demand**

In 2024, there were 15,708 jobs across 95 Other/Unassigned occupations in the district service area. Of those, 9% (1,475) are for middle-skill occupations. Of the 2,357 projected annual openings, 10% (241) are for middle-skill occupations. Exhibit 25 shows the number of jobs, annual openings, five-year employment change, and entry-level hourly wage for the 14 middle-skill occupations within the sector by job quality level.

**Exhibit 25: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Other/Unassigned Middle-Skill Occupations**

| Occupation (SOC)   | 2024 Jobs    | 2029 Jobs    | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|--|--------------|--------------|------------------|--------------------|-----------------|-------------------------|
| <b>Medium-Quality Jobs</b>   |              |              |                  |                    |                 |                         |
| Exercise Trainers and Group Fitness Instructors (39-9031)          | 618          | 702          | 84               | 14%                | 139             | \$18.96                 |
| Paralegals and Legal Assistants (23-2011)                          | 307          | 310          | 3                | 1%                 | 33              | \$27.21                 |
| Legal Secretaries and Administrative Assistants (43-6012)          | 149          | 147          | (2)              | (1%)               | 19              | \$22.96                 |
| Library Technicians (25-4031)                                      | 93           | 93           | 0                | 0%                 | 17              | \$21.20                 |
| Interpreters and Translators (27-3091)                             | 79           | 81           | 2                | 3%                 | 8               | \$21.90                 |
| Court, Municipal, and License Clerks (43-4031)                     | 56           | 61           | 5                | 9%                 | 7               | \$24.79                 |
| Legal Support Workers, All Other (23-2099)                         | 28           | 28           | 0                | 0%                 | 3               | \$30.19                 |
| Postmasters and Mail Superintendents (11-9131)                     | 19           | 17           | (2)              | (11%)              | 2               | \$51.50                 |
| <b>Low-Quality Jobs</b>  |              |              |                  |                    |                 |                         |
| Social Science Research Assistants (19-4061)                       | 48           | 46           | (2)              | (4%)               | 6               | \$28.26                 |
| Computer, Automated Teller, and Office Machine Repairers (49-2011) | 41           | 36           | (5)              | (12%)              | 4               | \$17.72                 |
| Jewelers and Precious Stone and Metal Workers (51-9071)            | 21           | 19           | (2)              | (10%)              | 2               | \$13.20                 |
| Locksmiths and Safe Repairers (49-9094)                            | 10           | 9            | (1)              | (10%)              | 1               | \$20.39                 |
| Musical Instrument Repairers and Tuners (49-9063)                  | 5            | 4            | (1)              | (20%)              | 0               | \$10.79                 |
| Watch and Clock Repairers (49-9064)                                | 1            | 1            | 0                | 0%                 | 0               | \$10.34                 |
| <b>Total</b>   | <b>1,475</b> | <b>1,554</b> | <b>79</b>        | <b>5%</b>          | <b>241</b>      | <b>\$22.40</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed

## OTHER/UNASSIGNED, CONTINUED

**Supply**

From 2021 to 2024, community colleges in the South Central Coast region awarded an average of 354 awards annually across 11 programs within the Other/Unassigned sector, as shown in Exhibit 26. SBCCD conferred an average of 22 awards each year, accounting for approximately 6% of all Other/Unassigned awards in the SCC Region. The top-producing program at SBCCD was Vocational ESL (4931.00), with an average of 11 awards conferred annually.

**Exhibit 26: Other/Unassigned Awards (Degrees and Certificates)**

| Program Name (TOP)  | SBCCD<br>3-Year Average<br>(2021–2024) | South Central Coast Region<br>3-Year Average<br>(2021–2024) |
|---|--|---|
| Commercial Dance (1008.10)                                      | -                                      | 0   |
| Fitness Trainer (0835.20)                                       | -                                      | 25  |
| General Work Experience (4932.00)                               | 10                                     | 10  |
| Human Services (2104.00)  | -                                      | 105   |
| Legal and Community Interpretation (2140.00)                    | -                                      | 15  |
| Library Technician (Aide) (1602.00)                             | -                                      | 59  |
| Other Engineering and Related Industrial Technologies (0999.00) | -                                      | 0   |
| Other Fine and Applied Arts (1099.00)                           | -                                      | 0   |
| Paralegal (1402.00)   | -                                      | 118   |
| Technical Theater (1006.00)                                     | 1                                      | 11  |
| Vocational ESL (4931.00)  | 11                                     | 11  |
| <b>Total</b>  | <b>22</b>                              | <b>354</b>  |

Source: California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates no programs were offered under this TOP code and a zero (0) indicates a program is offered, but the three-year average of awards equaled less than one.



## Public Safety

### Labor Market Demand Data Points



**25**

Occupations



**2,032**

2024 Jobs



**297**

Annual Openings



**66**

Five-Year Change



**3%**

Five-Year % Change



**\$30.52**

Entry-Level Wages

### Labor Market Supply Data Points



**1**

Programs  
(TOP Codes)



**69**

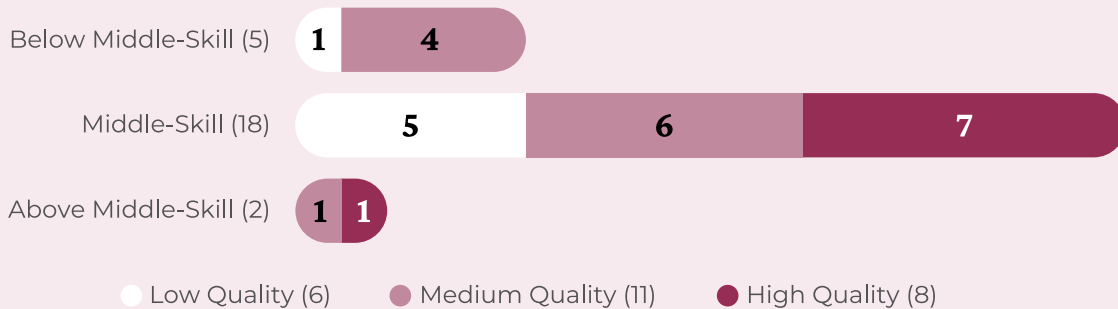
Awards  
(2021-2024)



**Administration  
of Justice**

Top Program

### Job Quality by Occupational Skill Level



## PUBLIC SAFETY, CONTINUED

**Demand**

In 2024, there were 2,032 jobs across 25 Public Safety occupations in the district service area. Of those, 76% (1,538) are for middle-skill occupations. Of the 297 projected annual openings, 58% (173) are for middle-skill occupations. Exhibit 27 shows the number of jobs, annual openings, five-year employment change, and entry-level hourly wage for the 18 middle-skill occupations within the sector by job quality level.

**Exhibit 27: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Public Safety Middle-Skill Occupations**

| Occupation (SOC)  | 2024 Jobs    | 2029 Jobs    | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|---|--------------|--------------|------------------|--------------------|-----------------|-------------------------|
| <b>High-Quality Jobs</b>  |              |              |                  |                    |                 |                         |
| Police and Sheriff’s Patrol Officers (33-3051)                            | 317          | 342          | 25               | 8%                 | 32              | \$47.82                 |
| Correctional Officers and Jailers (33-3012)                               | 220          | 222          | 2                | 1%                 | 23              | \$38.78                 |
| Firefighters (33-2011)  | 127          | 142          | 15               | 12%                | 13              | \$31.60                 |
| Forensic Science Technicians (19-4092)                                    | 55           | 60           | 5                | 9%                 | 8               | \$34.14                 |
| Public Safety Telecommunicators (43-5031)                                 | 46           | 54           | 8                | 17%                | 7               | \$30.05                 |
| First-Line Supervisors of Firefighting and Prevention Workers (33-1021)   | 66           | 72           | 6                | 9%                 | 6               | \$47.49                 |
| First-Line Supervisors of Police and Detectives (33-1012)                 | 50           | 54           | 4                | 8%                 | 5               | \$69.19                 |
| <b>Medium-Quality Jobs</b>  |              |              |                  |                    |                 |                         |
| Security Guards (33-9032)   | 523          | 493          | (30)             | (6%)               | 65              | \$17.38                 |
| First-Line Supervisors of Correctional Officers (33-1011)                 | 40           | 41           | 1                | 3%                 | 4               | \$39.66                 |
| Detectives and Criminal Investigators (33-3021)                           | 15           | 17           | 2                | 13%                | 2               | \$51.88                 |
| First-Line Supervisors of Protective Service Workers, All Other (33-1099) | 6            | 6            | 0                | 0%                 | 1               | \$35.99                 |
| Fish and Game Wardens (33-3031)   | 0            | 0            | 0                | 0%                 | 0               | \$33.53                 |
| Transit and Railroad Police (33-3052)                                     | 0            | 0            | 0                | 0%                 | 0               | \$40.22                 |
| <b>Low-Quality Jobs</b>   |              |              |                  |                    |                 |                         |
| First-Line Supervisors of Security Workers (33-1091)                      | 35           | 33           | (2)              | (6%)               | 3               | \$23.36                 |
| Transportation Security Screeners (33-9093)                               | 24           | 24           | 0                | 0%                 | 3               | \$27.40                 |
| Private Detectives and Investigators (33-9021)                            | 13           | 14           | 1                | 8%                 | 1               | \$23.12                 |
| Bailiffs (33-3011)  | 0            | 0            | 0                | 0%                 | 0               | N/A                     |
| Gambling Surveillance Officers and Gambling Investigators (33-9031)       | 1            | 1            | 0                | 0%                 | 0               | \$18.62                 |
| <b>Total</b>  | <b>1,538</b> | <b>1,575</b> | <b>37</b>        | <b>2%</b>          | <b>173</b>      | <b>\$33.17</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed

## PUBLIC SAFETY, CONTINUED

**Supply**

From 2021 to 2024, community colleges in the South Central Coast region awarded an average of 1,065 awards annually across five programs within the Public Safety sector, as shown in Exhibit 28. SBCCD conferred an average of 69 awards each year, accounting for approximately 6% of all Public Safety awards in the SCC Region. Notably, Administration of Justice (2105.00) was the only program at SBCCD with awards, averaging 69 annually.

**Exhibit 28: Public Safety Awards (Degrees and Certificates)**

| Program Name (TOP)                  | SBCCD<br>3-Year Average<br>(2021–2024) | South Central Coast Region<br>3-Year Average<br>(2021–2024) |
|-------------------------------------|--|---|
| Administration of Justice (2105.00) | 69                                     | 627   |
| Fire Academy (2133.50)              | -                                      | 95  |
| Fire Technology (2133.00)           | -                                      | 223   |
| Police Academy (2105.50)            | -                                      | 107   |
| Wildland Fire Technology (2133.10)  | -                                      | 13  |
| <b>Total</b>                        | <b>69</b>                              | <b>1,065</b>  |

Source: California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates no programs were offered under this TOP code and a zero (0) indicates a program is offered, but the three-year average of awards equaled less than one.



## Retail, Hospitality, and Tourism

### Labor Market Demand Data Points



**49**

Occupations



**20,658**

2024 Jobs



**3,918**

Annual Openings



**906**

Five-Year Change



**4%**

Five-Year % Change



**\$17.84**

Entry-Level Wages

### Labor Market Supply Data Points



**5**

Programs  
(TOP Codes)



**44**

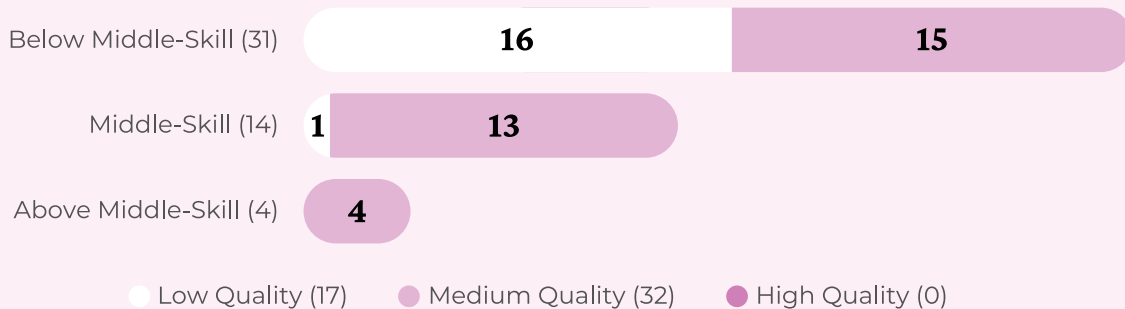
Awards  
(2021-2024)



**Culinary Arts**

Top Program

### Job Quality by Occupational Skill Level



## RETAIL, HOSPITALITY, AND TOURISM, CONTINUED

**Demand**

In 2024, there were 20,658 jobs across 49 Retail, Hospitality, and Tourism occupations in the district service area. Of those, 16% (3,357) are for middle-skill occupations. Of the 3,918 projected annual openings, 12% (466) are for middle-skill occupations. Exhibit 29 shows the number of jobs, annual openings, five-year employment change, and entry-level hourly wage for the 14 middle-skill occupations within the sector by job quality level.

## LABOR MARKET SPOTLIGHT:

**Santa Barbara's Retail, Hospitality, and Tourism Hub**

Santa Barbara's tourism industry drives \$2 billion in spending annually. Despite a rapid decline in employment for the Retail, Hospitality, and Tourism sector in 2020 due to the COVID-19 pandemic, hotel demand has almost completely recovered to 2019 levels and domestic travel is up, though international travel is down.<sup>3</sup> The recent sale of a \$22.5 million luxury hotel in Santa Barbara demonstrates confidence in the hospitality sector and Santa Barbara's strengths including proximity to beaches, dining, and cultural amenities. Industry experts anticipate continued hotel demand and increases in tourists due to the upcoming World Cup in 2026 and Summer Olympics in 2028.<sup>4,5</sup>

While demand for services in this sector is incredibly high throughout the SBCCD service area, a persistent challenge remains: jobs in this sector have low entry-level wages that are significantly below the living wage. These low wages are the main reason no Retail, Hospitality, and Tourism occupations are considered High-Quality based on regional job quality indicators such as wages, demand, and employment stability.

Due to high housing costs, approximately 67% of hospitality employees commute from Ventura County or North Santa Barbara County. This issue impacts both entry-level and experienced workers. In one case, a recruiting search for an Executive Chef lasted 14 months, with multiple candidates declining job offers due to the long commute that would be required to live in an affordable area.<sup>6</sup> Ultimately, an out-of-state candidate accepted the position. Other shortages in the sector are executive culinary leadership, revenue management technology, and ultra-luxury guest services management.

To address the labor gaps in this sector, it is crucial for employers and SBCCD to work together to clearly define pathways and progression from entry-level jobs to higher-level positions. Some Medium-Quality occupations, such as *Chefs and Head Cooks (31-1011)* and *Lodging Managers (11-9081)* have entry-level wages that are close to the living wage, but still below it. With additional skills, training, or experience, workers in this occupation could work their way up to executive leadership in boutique and luxury settings, which may include other benefits and incentives including sign-on bonuses. SBCCD could also work with local employers to address specific technical skills that will increase the likelihood of employment in better paying positions.



## RETAIL, HOSPITALITY, AND TOURISM, CONTINUED

**Exhibit 29: Current Employment, Projected Occupational Demand, and Entry-Level Wages for Retail, Hospitality, and Tourism Middle-Skill Occupations**

| Occupation (SOC)   | 2024 Jobs    | 2029 Jobs    | 2024–2029 Change | 2024–2029 % Change | Annual Openings | Entry-Level Hourly Wage |
|--|--------------|--------------|------------------|--------------------|-----------------|-------------------------|
| <b>Medium-Quality Jobs</b>   |              |              |                  |                    |                 |                         |
| First-Line Supervisors of Food Preparation and Serving Workers (35-1012)                           | 1,122        | 1,207        | 85               | 8%                 | 186             | \$20.61                 |
| First-Line Supervisors of Retail Sales Workers (41-1011)   | 821          | 807          | (14)             | (2%)               | 82              | \$19.40                 |
| Food Service Managers (11-9051)  | 374          | 389          | 15               | 4%                 | 47              | \$24.77                 |
| Chefs and Head Cooks (35-1011)   | 282          | 297          | 15               | 5%                 | 38              | \$27.75                 |
| First-Line Supervisors of Housekeeping and Janitorial Workers (37-1011)                            | 243          | 255          | 12               | 5%                 | 33              | \$19.41                 |
| Tour and Travel Guides (39-7018)   | 125          | 134          | 9                | 7%                 | 32              | \$16.42                 |
| First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services (39-1014) | 165          | 176          | 11               | 7%                 | 20              | \$20.96                 |
| Lodging Managers (11-9081)   | 92           | 95           | 3                | 3%                 | 11              | \$28.56                 |
| First-Line Supervisors of Personal Service Workers (39-1022)                                       | 76           | 83           | 7                | 9%                 | 10              | \$19.87                 |
| Travel Agents (41-3041)  | 52           | 55           | 3                | 6%                 | 7               | \$16.69                 |
| Gambling Managers (11-9071)  | 1            | 1            | 0                | 0%                 | 0               | \$28.25                 |
| First-Line Supervisors of Gambling Services Workers (39-1013)                                      | 2            | 2            | 0                | 0%                 | 0               | \$25.71                 |
| Flight Attendants (53-2031)  | 2            | 2            | 0                | 0%                 | 0               | \$30.17                 |
| <b>Low-Quality Jobs</b>  |              |              |                  |                    |                 |                         |
| Cooks, Private Household (35-2013)   | 0            | 0            | 0                | 0%                 | 0               | \$16.12                 |
| <b>Total</b>   | <b>3,357</b> | <b>3,503</b> | <b>146</b>       | <b>4%</b>          | <b>466</b>      | <b>\$21.30</b>          |

Source: Lightcast 2025.3, QCEW Employees, Non-QCEW Employees, and Self Employed

## RETAIL, HOSPITALITY, AND TOURISM, CONTINUED

**Supply**

From 2021 to 2024, community colleges in the South Central Coast region awarded an average of 268 awards annually across 11 programs within the Retail, Hospitality, and Tourism sector, as shown in Exhibit 30. SBCCD conferred an average of 44 awards each year, accounting for approximately 16% of all Retail, Hospitality, and Tourism awards in the SCC Region. The top-producing program at SBCCD was Culinary Arts (1306.30), with an average of 15 awards conferred annually.

**Exhibit 30: Retail, Hospitality, and Tourism Awards (Degrees and Certificates)**

| Program Name (TOP)                                    | SBCCD<br>3-Year Average<br>(2021–2024) | South Central Coast Region<br>3-Year Average<br>(2021–2024) |
|---|--|---|
| Culinary Arts (1306.30)                               | 15                                     | 132   |
| Diving and Underwater Safety (0959.10)                | 7                                      | 7   |
| Family and Consumer Sciences, General (1301.00)       | -                                      | 0   |
| Fashion (1303.00)                                     | -                                      | 15  |
| Hospitality (1307.00)                                 | 1                                      | 31  |
| Interior Design and Merchandising (1302.00)           | 12                                     | 42  |
| Lodging Management (1307.20)                          | -                                      | 3   |
| Office Management (0514.40)                           | 9                                      | 23  |
| Public Relations (0606.00)                            | -                                      | 1   |
| Restaurant and Food Services and Management (1307.10) | -                                      | 13  |
| Retail Store Operations and Management (0506.50)      | -                                      | 1   |
| <b>Total</b>  | <b>44</b>                              | <b>268</b>  |

Source: California Community College Chancellor's Office Management Information Systems Data Mart. A dash (-) indicates no programs were offered under this TOP code and a zero (0) indicates a program is offered, but the three-year average of awards equaled less than one.



# • Appendix A: Data Sources and Methodology

## Service Area ZIP Codes

The SCC COE used the ZIP codes listed in Exhibit 31 to define the SBCCD service area.

### Exhibit 31: Santa Barbara Community College District Service Area ZIP Codes

| ZIP Code | City          | County        |
|----------|---------------|---------------|
| 93013    | Carpinteria   | Santa Barbara |
| 93014    | Carpinteria   | Santa Barbara |
| 93067    | Summerland    | Santa Barbara |
| 93101    | Santa Barbara | Santa Barbara |
| 93102    | Santa Barbara | Santa Barbara |
| 93103    | Santa Barbara | Santa Barbara |
| 93105    | Santa Barbara | Santa Barbara |
| 93106    | Santa Barbara | Santa Barbara |
| 93107    | Santa Barbara | Santa Barbara |
| 93108    | Santa Barbara | Santa Barbara |
| 93109    | Santa Barbara | Santa Barbara |
| 93110    | Santa Barbara | Santa Barbara |
| 93111    | Santa Barbara | Santa Barbara |
| 93116    | Coleta        | Santa Barbara |
| 93117    | Coleta        | Santa Barbara |
| 93118    | Coleta        | Santa Barbara |
| 93120    | Santa Barbara | Santa Barbara |
| 93121    | Santa Barbara | Santa Barbara |
| 93130    | Santa Barbara | Santa Barbara |
| 93140    | Santa Barbara | Santa Barbara |
| 93150    | Santa Barbara | Santa Barbara |
| 93160    | Santa Barbara | Santa Barbara |
| 93190    | Santa Barbara | Santa Barbara |
| 93190    | Santa Barbara | Santa Barbara |

## APPENDIX A: DATA SOURCES AND METHODOLOGY, CONTINUED

## Demographic Data

To analyze household and population characteristics, the SCC 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 USPS ZIP Codes but instead uses ZIP Code Tabulation Areas (ZCTAs). These ZCTAs enable mapping and demographic analysis and are geographic representations developed by the Census Bureau to approximate U.S. Postal Service ZIP codes. 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, ACS publishes 5-year estimates which combine data collected over a five-year period. These estimates are more statistically stable than 1-year estimates, particularly for smaller populations. The data analyzed in this District Profile comes from the ACS 2019–2024 5-year estimates for 2019–2024, the most recent years of data available. For more information, visit the ACS website.<sup>1</sup>

Definitions for the data analyzed in this report include:

- **Educational Attainment** — educational attainment for individuals 25 years and over refers to the highest level of education completed.
- **Foster Youth** — the percentage of children living in households that are foster children. A foster child is a person under 21 years old and involved in the formal foster care system.
- **People with Disabilities** — the percentage of the population with a disability, as determined based on responses to six questions that identify serious difficulty in the following areas: (1) hearing, (2) vision, (3) cognitive, (4) ambulatory, (5) self-care, and (6) independent living.
- **Veterans** — the percentage of the civilian population that is 18 years and over that are Veterans. Veterans are men and women who have served, but are not currently serving, on active duty in the military.
- **Limited English Proficient Households** — the percentage of households in which no member 14 years old and over (1) speaks only English at home or (2) speaks a language other than English at home and speaks English "Very well."
- **Single Parent Households** — the percentage of family households with one or more people under 18 years and where no spouse is present.
- **Median Household Income** — the median household income in the past 12 months, in 2024 inflation-adjusted dollars.
- **Income Below Poverty Line** — the percentage of households that had income in the past 12 months below the poverty level.
- **Not in Labor Force** — the percentage of women and men age 16 and over who are neither employed nor actively seeking work.

For more information regarding these definitions, visit the ACS 2024 Subject Definitions.<sup>2</sup>

## APPENDIX A: DATA SOURCES AND METHODOLOGY, CONTINUED

## Labor Market Data

### Demand

The labor market demand data included throughout this report was sourced from Lightcast (2025.3), a labor market analytics firm. The SCC COE analyzed data by ZIP code to understand the local labor market of each district service area in the SCC Region. The definitions for the data points included in this report are:

- **2024 Jobs** — the number of jobs in 2024.
- **2029 Jobs** — the projected number of jobs in 2024.
- **2024–2029 Change** — the projected change in employment. A positive number indicates employment is projected to increase, while a negative number indicates employment is projected to decrease.
- **2024–2029 % Change** — the projected change in employment, expressed as a percentage. A positive percentage indicates employment is projected to increase, while a negative percentage indicates employment is projected to decrease.
- **Annual Openings (Demand)** — the projected number of annual job openings from 2024–2029. This figure takes into account new job creation, as well as turnover due to retirements or workers leaving the field.
- **Living Wage (Self-Sufficiency Standard)** — this figure “measures the floor income necessary for an individual or family to afford basic expenses.” The California Self-Sufficiency Standard Living Wage was last updated in 2024 and is currently \$29.80 for Santa Barbara County.
- **Living Wage (MIT)** — this figure “measures what one full-time worker must earn on an hourly basis to help cover the cost of their family’s minimum basic needs where they live while still being self-sufficient.” The SCC COE used the 2025 MIT Living Wage, which is \$30.98 for Santa Barbara County.
- **Entry-Level Wages** — the 25th percentile wage for an occupation; 25% of workers in an occupation make less than this amount, while 75% make more. To calculate district-level entry-level wages, the SCC COE analyzed wage data by ZIP code, then weighted the wage data by the number of 2024 jobs.

For this report, data for 2024 Jobs, 2029 Jobs, and Annual Openings (Demand) was rounded to the nearest whole number. The SCC COE calculated the 2024–2029 Change as both a number and percentage using the rounded figures. Wages were rounded to two decimal places. For these reasons, some numbers throughout this District Profile may not add to the exact total presented. Any discrepancies throughout the exhibits are due to rounding.

### Job Quality Level

The SCC COE examined 796 occupational codes within the Bureau of Labor Statistics (BLS) Standard Occupational Classification (SOC) system. After removing five occupations for which data was unavailable, the SCC COE analyzed 791 occupations in the SCC Region.

To classify each occupation as High, Medium, or Low Quality, the SCC COE identified nine criteria, five of which are considered traditional labor market information indicators (Traditional LMI Indicators) and four of which are considered Job Quality Indicators. These criteria were used to determine occupations that have significant employment and demand, pay at or above the living wage, typically provide employer-sponsored health insurance and full-time hours, have a lower risk of automation, and are considered a “Best Job” by U.S. News & World Report. The full methodology is available in the SCC COE’s [South Central Coast Labor Market Landscape: Assessing Job Quality in the SCC Region](#) report. Criteria for all SCC counties is available [here](#).

## APPENDIX A: DATA SOURCES AND METHODOLOGY, CONTINUED

## Occupational Skill Level

The SCC COE categorized each of the 796 occupations within the BLS's SOC system into three occupational skill levels for the purpose of capturing occupations that align with different education and experience levels. Middle-skill occupations include:

- All occupations that require an educational requirement of some college, associate degree or an on-the-job training requirement of apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- Occupations with a typical entry-level education of high school diploma or equivalent AND typically require long-term on-the-job training
- Exceptions were made for select occupations with a typical entry-level education of high school diploma or equivalent or no formal education plus short or moderate on-the-job training based on a review by the Centers of Excellence.

Below middle-skill occupations include those that have a typical entry-level education of a high school diploma or no formal educational credential and are not included in the middle-skill exceptions above while above middle-skill includes occupations include those that have a typical-entry level education of a bachelor's degree or higher (with exceptions as noted above in middle skill definition).

## Occupational Sectors

The SCC COE categorized each of the 796 occupations within the BLS's SOC system using a SOC-Sector crosswalk that matches BLS SOC codes to CCCCCO Sectors. Occupations were assigned to sectors based on this crosswalk. It is important to note that this crosswalk is a 1:1 crosswalk, meaning that each individual SOC code is assigned to one sector.

Supply data was sourced from the California Community College Chancellor's Office (CCCCO) DataMart and includes awards conferred by Taxonomy of Programs (TOP) code for each SCC Region district. It is important to note that supply data includes only the number of **awards** that were conferred and does not consider enrollment figures. The SCC COE took a three-year average of awards conferred between 2021 and 2024 to create a supply estimate by TOP code.

## Supply

The TOP codes in this report are those for which at least one SCC Region community college conferred awards from 2021 to 2024. Programs that were approved and launched during this period may not be captured due to their recency. Though educational programs may train students for multiple occupations, TOP codes were exclusively assigned to one sector for the purposes of measuring supply in this report. Consequently, the supply from each TOP code was tallied only once and counted within the sector it is assigned by the CCCCCO, as outlined in the [CTE TOP Codes to Sectors](#). Sector exceptions were made for the following TOP codes:

- **International Business and Trade (0508.00):** The CCCCCO assigned this TOP code to the Global Trade sector. For the purposes of this report, the SCC COE assigned this TOP code to the Business and Entrepreneurship sector.
- **Surveying (0957.30):** The CCCCCO assigned this TOP code to the Advanced Manufacturing sector. For the purposes of this report, the SCC COE assigned this TOP code to the Energy, Construction and Utilities sector.

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## APPENDIX B: ENDNOTES, CONTINUED



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“The SBCCD service area is geographically diverse, home to both coastal and inland communities, and is driven by the hospitality and tourism industries, with emerging opportunities in developing areas such as the Blue Economy and technology, including advancements in nanofabrication and semiconductors.”

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### Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary 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 Centers of Excellence for Labor Market Research (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.



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