



# Business and Entrepreneurship

## Far North Subregional Sector Profile



2023



### FIVE-YEAR OUTLOOK

**3%**  
sector job growth  
over next five years

**6,300+**  
annual job openings  
over next five years

**6%**  
of Far North's  
jobs

This project is supported by Strong Workforce Program (SWP) funding.



# Introduction

This sector profile highlights in-demand, middle-skill jobs that pay above a living wage.

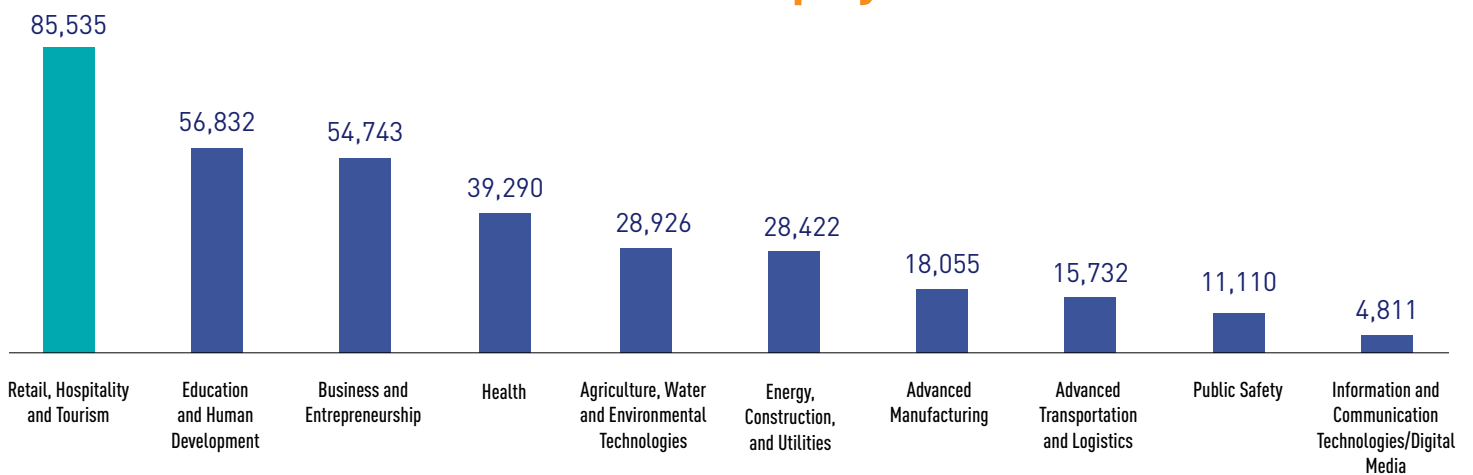
Middle-skill jobs, those which require education or training beyond a high school diploma but less than a bachelor's degree, are a critical component of the overall workforce and support the economic vitality of the region and the state.

This sector profile summarizes key data about current and projected workforce demand, hourly wages, job postings, and community college programs to support the goals of California's Strong Workforce Program (SWP).

SWP is an initiative designed to expand career education (CE) programs offered by the California Community Colleges to supply a skilled workforce to California's employers. The North Far North Regional Consortium (NFNRC) is charged with coordinating the planning and implementation of CE programs among community colleges within the 22-county North/Far North region, which includes the North (Greater Sacramento) and Far North subregions.

The Far North subregion encompasses 15 counties (Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity) and seven community colleges (Butte, College of the Redwoods, College of the Siskiyou, Feather River, Lassen, Mendocino, and Shasta).

## Far North 2021 Sector Employment



# SECTOR Highlights



54,743  
Jobs in 2021

56,425  
Projected Jobs in 2026

3%  
Projected Job Growth,  
2021-2026

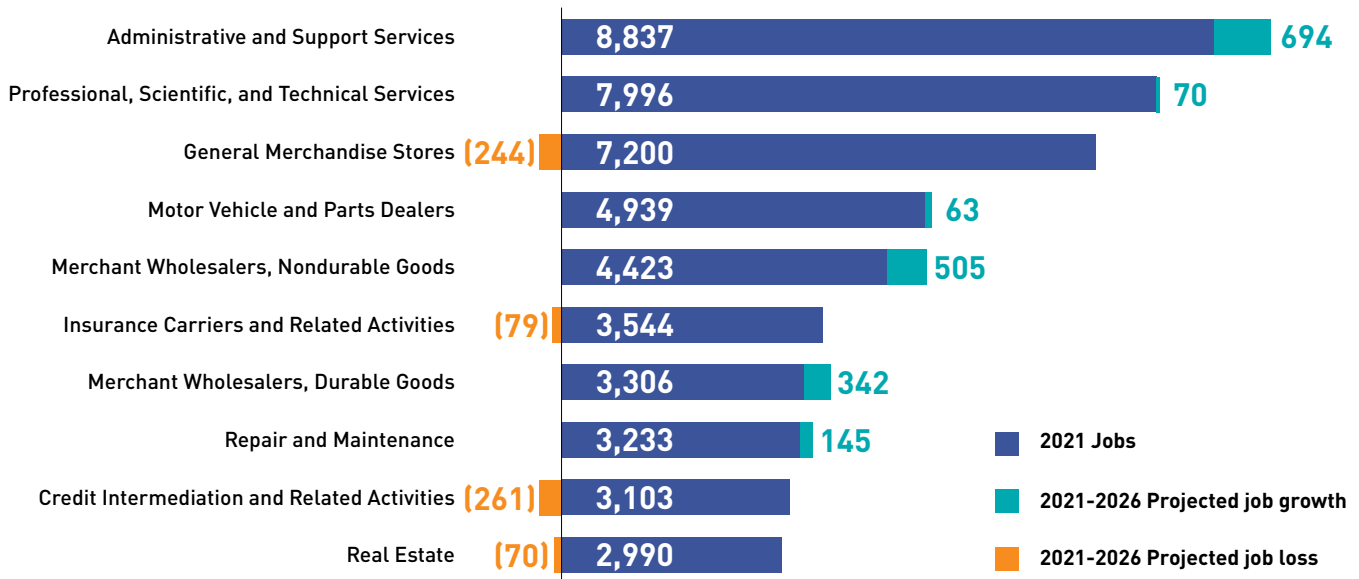
1,682  
New Jobs by 2026

6,926  
Businesses

16%  
% of Far North  
Employment, 2021

Note: The Business and Entrepreneurship sector includes 147 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector.

## Employment by Industry Subsector

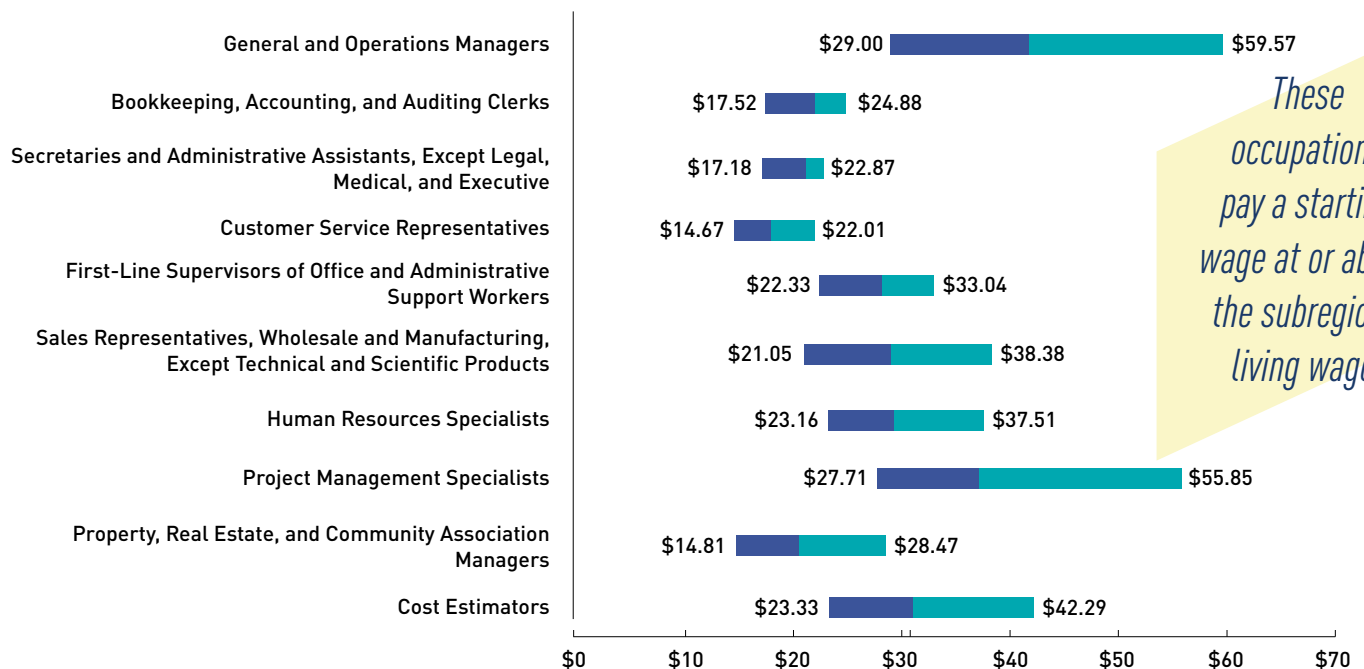


# Priority Middle-Skill Occupations

Occupation	2021 Jobs	2021-2026 Projected % Change	2021-2026 Average Annual Openings	Typical Entry-Level Education
General and Operations Managers	5,315	9%	550	Bachelor's degree
Bookkeeping, Accounting, and Auditing Clerks	4,045	0%	456	Some college, no degree
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	3,980	(2%)	428	High school diploma or equivalent
Customer Service Representatives	2,815	3%	386	High school diploma or equivalent
First-Line Supervisors of Office and Administrative Support Workers	3,018	1%	308	High school diploma or equivalent
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,883	10%	228	High school diploma or equivalent
Human Resources Specialists	932	4%	99	Bachelor's degree
Project Management Specialists	780	10%	74	Bachelor's degree
Property, Real Estate, and Community Association Managers	617	(2%)	48	High school diploma or equivalent
Cost Estimators	438	8%	48	Bachelor's degree

Note: Jobs for the above occupations may not solely exist in this sector and may be found in other sectors that require related services. Projected change includes new job growth and replacements.

## Middle-Skill Hourly Wage Ranges



Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations across the Far North subregion where the minimum wage in 2021 was \$15.

# Priority Middle-Skill Job Postings



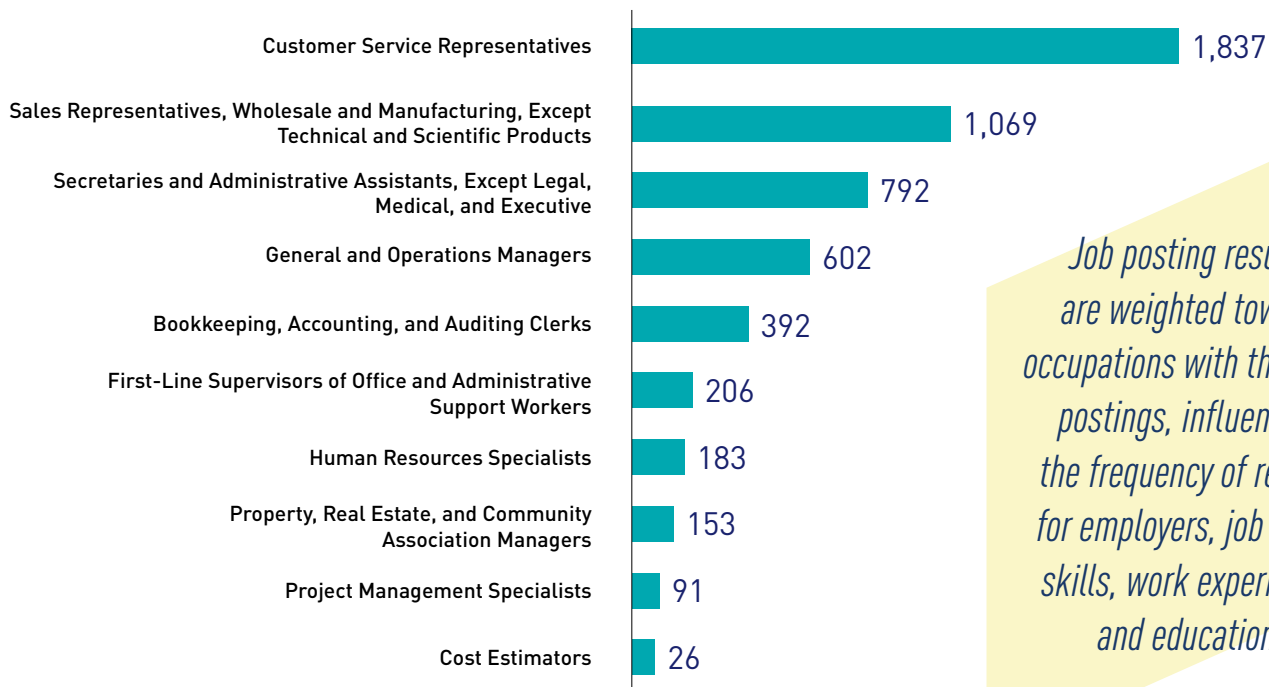
*Posting intensity is the ratio of duplicated to unique job postings. A higher-than-average posting intensity can mean employers are putting more effort into hiring.*

5,351  
Online Job Postings

2:1  
Posting Intensity  
(Regional Average 3:1)

Note: Job postings count the number of online job postings advertised in the 15-county Far North subregion between January 1, 2022 - March 31, 2023. Postings are limited to in-state employers and exclude staffing companies. Job posting results represent the top 10 priority middle-skill occupations.

## Job Postings by Occupation



*Job posting results are weighted toward occupations with the most postings, influencing the frequency of results for employers, job titles, skills, work experience, and education.*



## Top Employers & Job Titles

### Employers with the Most Postings

California State University, Chico

Dollar Tree

Walgreens Boots Alliance

Shasta College

U.S. and California Fish and Wildlife

### Job Titles with the Most Postings

Customer Service Representatives/Associates/Agents

Custom Home Sales Representatives

Administrative Assistants/Administrative Secretaries

Operations Managers/Assistant Operations Managers

Accounting Technicians

## Most In-Demand Skills

### Specialized Skills

- Customer Relationship Management
- Customer Inquiries and Support
- Marketing
- Accounting
- Administrative Support/Data Entry

### Soft Skills

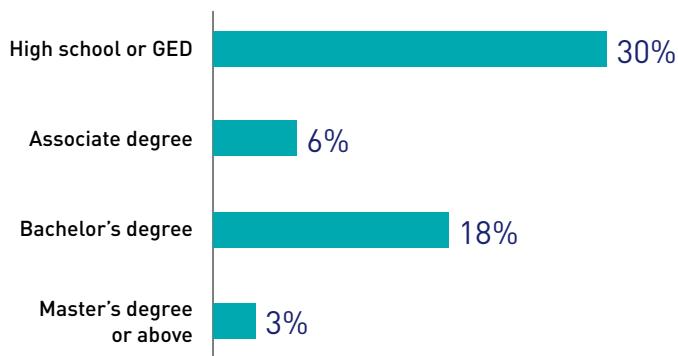
- Customer Service
- Sales
- Communications
- Management
- Operations

### Software and Technical Skills

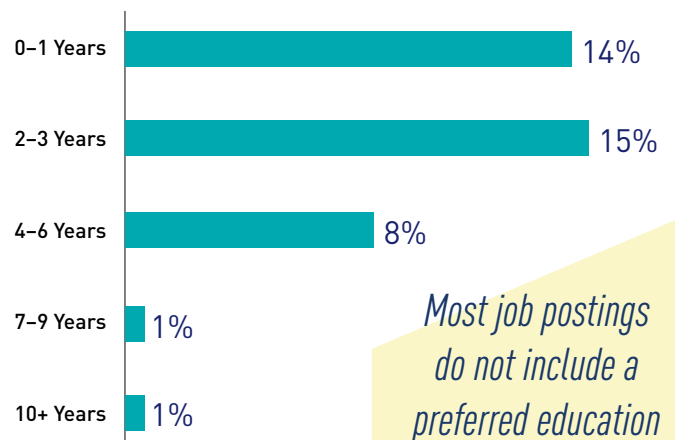
- Microsoft Office (Access, Excel, Outlook, PowerPoint, Word)
- QuickBooks
- Zoom
- Salesforce
- Accounting Software

## Education & Experience in Postings

### Employer-Preferred Education



### Employer-Preferred Work Experience



*Most job postings do not include a preferred education or experience level.*

# Community College Programs



Butte College	College of the Redwoods	College of the Siskiyous	Feather River College	Lassen College	Mendocino College	Shasta College
Accounting	Bookkeeping	Accounting	Business Administration	Accounting	Accounting	Accounting Clerk/Bookkeeper
Business Administration	Business Administration	Administrative Assistant and Office Aide		Business Administration	Business Administration	Business Administration
Business Management	General Business	Business Administration		Small Business Management	Business Entrepreneurship	Business Administration - Accounting Concentration
Legal Office Assistant	Liberal Arts: Business	Small Business Startup, Marketing & Media			Business Management	Business Entrepreneurship
Marketing	Small Business Management				Real Estate	Business - Management
Professional Accountant						Customer Service Academy
Project Management						General Business
Real Estate						Marketing and Finance
Small Business/Entrepreneurship						Small Business/Entrepreneurship Start-up





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## Sources

- Lightcast 2022.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed
- Centers of Excellence for Labor Market Research Occupation Crosswalk
- California Community Colleges Chancellor's Office LaunchBoard
- California Community Colleges Chancellor's Office DataMart
- Integrated Postsecondary Education Data System (IPEDS)
- California Community Colleges Curriculum Inventory (COCI)

## Disclaimers:

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