Labor Market Analysis for Program Recommendation:
TOP Code: 0606.00/Public Relations
CIP Code: 09.0900/Public Relations, Advertising, and Applied Communication
(Digital Public Relations – Certificate of Achievement)

South Central Coast Center of Excellence, November 2026

Summary

Program LMI Endorsement		
Endorsed: All LMI Criteria Met	**Endorsed: Some LMI Criteria Met**	**Not LMI Endorsed**
☐	☐	☐

Program LMI Endorsement Criteria		
Criterion	**Finding**	**Comments**
Supply Gap		The SCC COE predicates endorsement only for middle skill occupations. **Since this program includes above middle-skill occupations only, labor market endorsement criteria is not included.**
Self-Sufficiency Standard Living Wage[1]		See comment above.
Education		See comment above.
Additional Considerations		
Emerging Occupation(s)	None	N/A

The South Central Coast Center of Excellence for Labor Market Research (SCC COE) prepared this report to determine whether there is a supply gap in the SCC regional labor market related to two above-middle skill occupations:

- *Public Relations Managers (11-2032)*
- *Public Relations Specialists (27-3031)*

The SCC COE predicates endorsement only for middle-skill occupations. Since this analysis includes above middle-skill occupations only, labor market endorsement criteria is not included in this report.

[1] The living wage endorsement criteria in this report uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard, which the COE refers to as a living wage; the living wage for Los Angeles, San Luis Obispo, Santa Barbara, and Ventura counties, last updated in March 2024.

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for the occupations included in this report.

Exhibit 1: Labor Market Endorsement Summary

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Public Relations Managers (11-2032)	24	27	$59.53	Bachelor's degree	9%
Public Relations Specialists (27-3031)	119	0	$29.19	Bachelor's degree	10%
Total	**143**	**27**	**N/A**	**N/A**	**N/A**

Demand:

- The number of jobs related to these public relations occupations is projected to increase 3% through 2030 in the SCC region. There is projected to be 143 annual job openings due to retirements and replacements.
- Hourly entry-level wages for these public relations occupations in Ventura County range from $29.19 to $59.53; all (100%) annual job openings have entry-level wages above the Self-Sufficiency Standard living wage ($24.53 for Ventura County).
- There were 314 online job postings for these public relations occupations over the past 12 months. The highest number of postings were for community associates, community liaisons, and communications coordinators.
- The typical entry-level education for these public relations occupations is a bachelor's degree.
- Between 9% and 10% of workers in the field have completed some college or an associate degree as their highest level of education.

Supply:

- There was an average of 2 awards conferred by eight community colleges in the SCC Region from 2022 to 2025.
- Non-community college institutions conferred 25 related awards from 2021 to 2024.
- According to the Chancellor's Office Curriculum Inventory (COCI) data, there is currently only one active program offered under the Public Relations (0606.00) TOP code in the SCC Region. That program was approved in 2021, which is too recent to track data for many student outcomes. Therefore, student outcomes data is unavailable for most metrics at the district and regional level.

Demand

Occupational Projections:

Exhibit 2 compares historical and projected changes in employment for these occupations compared to the number of jobs in 2020. Notably, employment for these public relations occupations throughout the state grew 25% from 2020 to 2025, which is significantly higher when compared to employment for these occupations in the SCC Region. From 2025 to

2030, employment for these public relations occupations is projected to grow in the SCC Region, California, and Ventura County.

Exhibit 2: Historical and Projected Employment for Public Relations Occupations in the SCC Region, 2020-2030

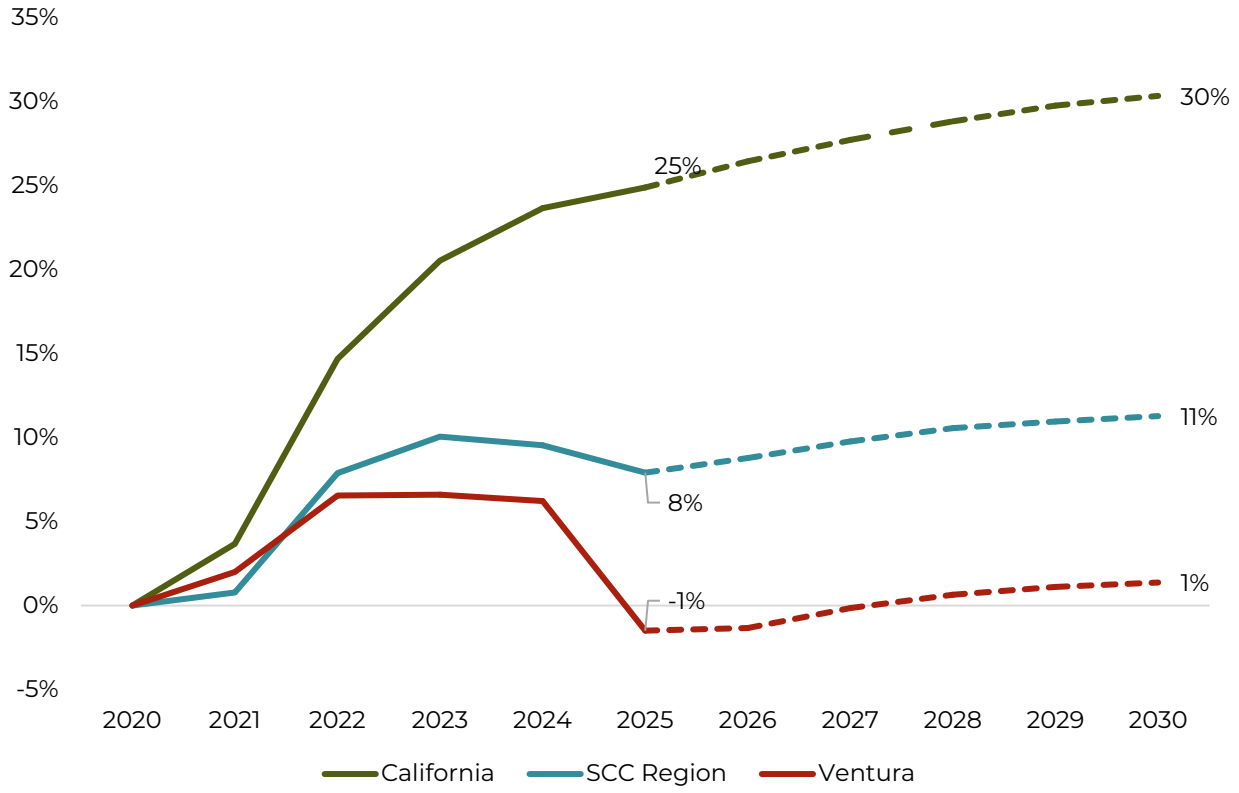


Exhibit 3 shows the five-year occupational demand projections for these public relations occupations. In the SCC Region, the number of jobs related to these occupations is projected to increase 3% by 2030. There is projected to be 143 jobs available annually due to new job creation and replacements. Ventura County has the highest number of jobs and annual openings.

Exhibit 3: Occupational Demand in the SCC Region[2]

Geography	2025 Jobs	2030 Jobs	2025-2030 Change	2025-2030 % Change	Annual Openings
Northern Los Angeles	501	508	7	1%	43
San Luis Obispo	213	225	12	6%	20
Santa Barbara	365	381	16	4%	33
Ventura	522	537	15	3%	46
SCC Region	**1,600**	**1,650**	**50**	**3%**	**143**

[2] Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages:

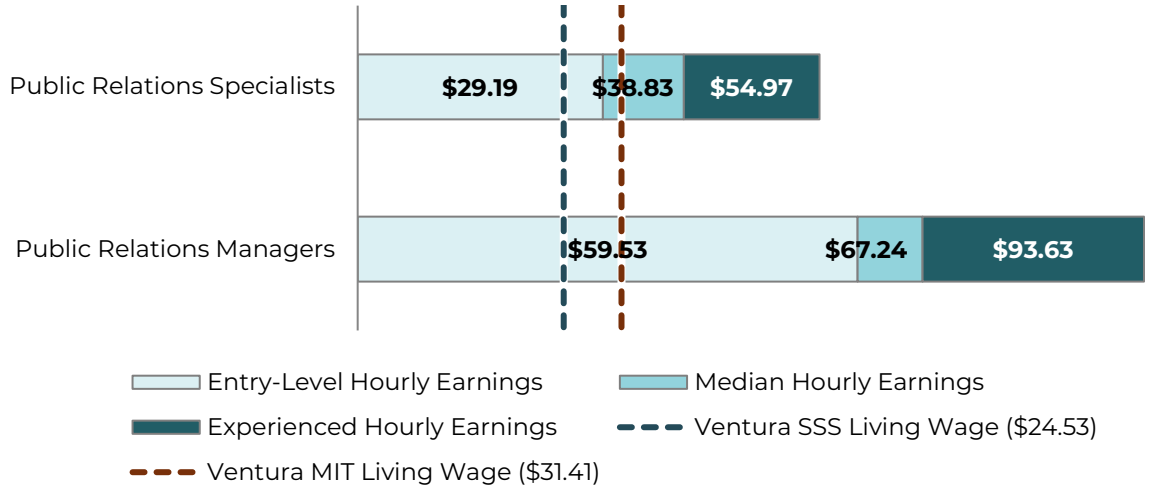
This report considers the entry-level hourly wages for these public relations occupations in relation to the living wage of the county where the requesting community college is located. This report was requested by Moorpark College, which is in Ventura County. Wages for other counties are included below to provide a complete analysis of the SCC Region.

In addition to the Self Sufficiency Standard living wage, data for the MIT Living Wage, updated on February 15, 2026, is provided as a reference. Currently, the MIT Living Wage in Ventura County is $31.41. Both figures account for geographic-specific costs of necessities such as housing, food, health care, and transportation to assess the cost of living, and are notated in the exhibits below.

Ventura

All (100%) annual openings for these public relations occupations have entry-level wages above the Self-Sufficiency Standard living wage for one adult ($24.53 in Ventura County). Typical entry-level hourly wages range between $29.19 and $59.53. Exhibit 4 shows the wage range for each of these public relations occupations in Ventura County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

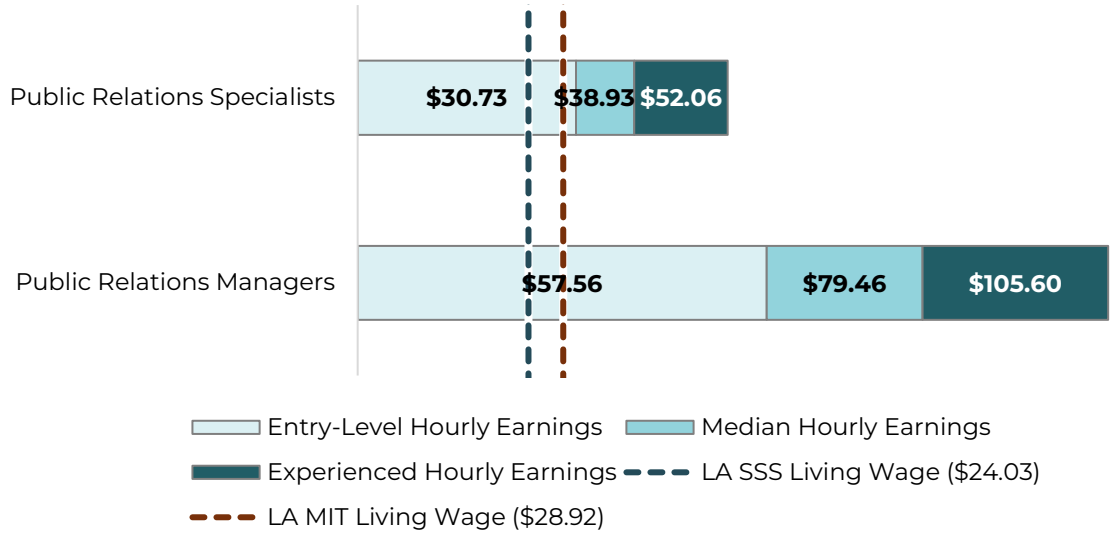
Exhibit 4: Wages by Occupation in Ventura County



Northern Los Angeles

All (100%) annual openings for these public relations occupations have entry-level wages above the Self-Sufficiency Standard living wage for one adult ($24.03 in Los Angeles County). Typical entry-level hourly wages range between $30.73 and $57.56. Exhibit 5 shows the wage range for each of these public relations occupations in Northern Los Angeles and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

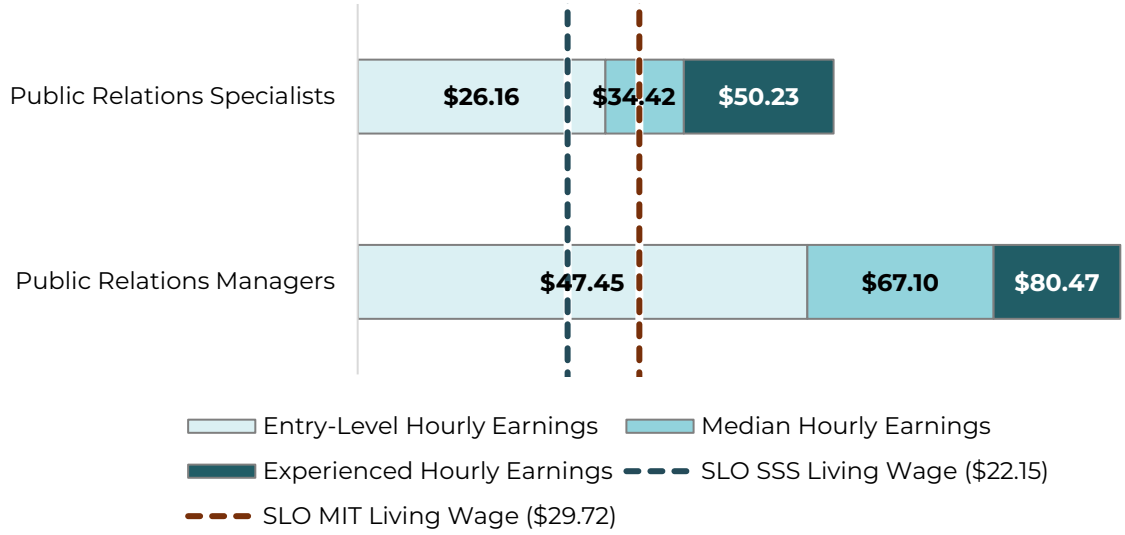
Exhibit 5: Wages by Occupation in Northern Los Angeles County



San Luis Obispo

All (100%) annual openings for these public relations occupations have entry-level wages above the Self-Sufficiency Standard living wage for one adult ($22.15 in San Luis Obispo County). Typical entry-level hourly wages range between $26.16 and $47.45. Exhibit 6 shows the wage range for each of these public relations occupations in San Luis Obispo County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

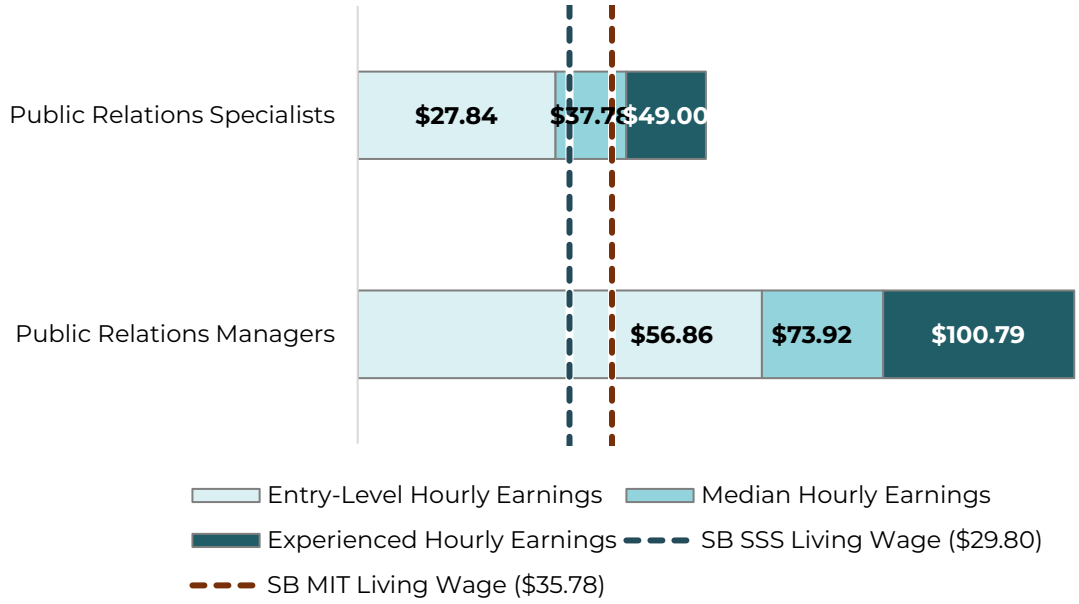
Exhibit 6: Wages by Occupation in San Luis Obispo County



Santa Barbara

The majority (84%) of annual openings for these public relations occupations have entry-level wages below the Self-Sufficiency Standard living wage for one adult ($29.80 in Santa Barbara County). Typical entry-level hourly wages range between $27.84 and $56.86. Median level wages are above the living wage for both occupations. Exhibit 7 shows the wage range for each of these public relations occupations in Santa Barbara County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

Exhibit 7: Wages by Occupation in Santa Barbara County



Job Quality

Based on the SCC COE's analysis of traditional labor market and job quality indicators[3], the occupations analyzed in this report are considered Medium- and High-Quality across the SCC Region and within Ventura County, as shown in Exhibit 8.

Exhibit 8: Job Quality Level by County

Occupation	Northern LA	San Luis Obispo	Santa Barbara	Ventura	SCC Region
Public Relations Managers	High	Medium	Medium	Medium	Medium
Public Relations Specialists	High	High	Medium	High	High

To better understand measures of job quality for these occupations in Ventura County, Exhibit 9 shows which job quality criteria were met for each occupation. Notably, both occupations met the criteria for positive projected change, the living wage (SSS), the number of hours worked per week, and both have a low automation risk. However, neither were considered "Best Jobs" by U.S News & World Report in 2025.

[3] "South Central Coast Labor Market Landscape: Assessing Job Quality in the South Central Coast Region," South Central Coast Center of Excellence for Labor Market Research, last modified October 2025, https://coeccc.net/south-central-coast/2025/09/south-central-coast-labor-market-landscape-assessing-job-quality-in-the-scc-region/.

Exhibit 9: Job Quality Indicators for Public Relation Occupations in Ventura County

Job Quality Measure	Public Relations Managers	Public Relations Specialists
# of Jobs	**Not Met**	**Met**
Positive Projected Change	**Met**	**Met**
Demand (Annual Openings)	**Not Met**	**Met**
Living Wage (SSS)	**Met**	**Met**
Living Wage (MIT)	**Met**	**Not Met**
Employer Sponsored Health Insurance	**Not Met**	**Met**
# of Hours Worked Per Week	**Met**	**Met**
Automation Risk	**Met**	**Met**
U.S. News & World Report Best Job	**Not Met**	**Not Met**

Job Postings:

There were 314 online job postings related to these public relations occupations listed in the past 12 months in the SCC Region. Exhibit 10 shows the number of job postings by county. Approximately 40% of job postings were in Ventura County.

Exhibit 10: Number of Job Postings by County (n=314)

County	Job Postings	Percentage of Job Postings
Ventura	126	40%
Santa Barbara	105	33%
San Luis Obispo	44	14%
Northern Los Angeles	39	12%
Total Postings	**314**	**100%**

Of the 314 postings, the majority (76%) were for *Public Relations Managers (11-2023)*, followed by *Public Relations Specialists (27-3031)*, as shown in Exhibit 11.

Exhibit 11: Number of Job Postings by Occupation (n=314)

Occupation	Job Postings	Percentage of Job Postings
Public Relations Managers	240	76%
Public Relations Specialists	74	24%
Total Postings	**314**	**100%**

The top employers in the region, by number of job postings, are shown in Exhibit 12.

Exhibit 12: Top Employers by Number of Job Postings (n=314)

Employer	Job Postings	Percentage of Job Postings
Amgen	18	6%
Cal Poly San Luis Obispo	9	3%
Northrop Grumman	7	2%
Publicis Groupe	7	2%
Iwg Plc	6	2%
International Workplace Group	6	2%
University of California-Santa Barbara	5	2%
Regus	5	2%
California State University-Chancellors Office	4	1%
Ventura County	4	1%

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 13.

Exhibit 13: Top Skills by Number of Job Postings (n=314)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Marketing (148)	Communication (253)	Microsoft PowerPoint (42)
Public Relations (103)	Leadership (126)	Microsoft Excel (41)
Social Media (68)	Management (104)	Microsoft Office (37)
Newsletters (62)	Planning (102)	Canva (Software) (34)
Project Management (58)	Coordinating (90)	Adobe Creative Suite (15)
Customer Relationship Management (51)	Writing (86)	Google Workspace (15)
Media Relations (49)	Presentations (82)	Microsoft Outlook (15)
Marketing Communications (42)	Operations (81)	Dashboard (14)
Strategic Communication (42)	Verbal Communication Skills (64)	Salesforce (14)
Fundraising (41)	Research (63)	Microsoft Word (13)

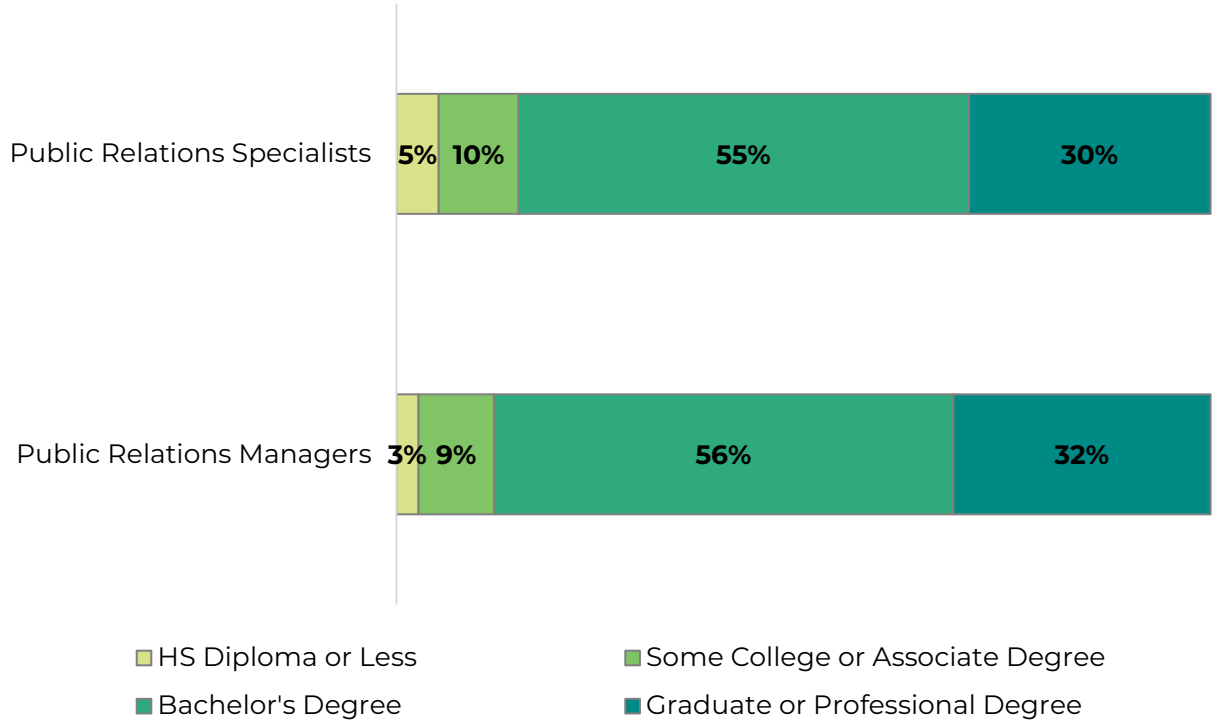
Educational Attainment:

The Bureau of Labor Statistics (BLS) lists the following as the typical entry-level education for these public relations occupations:

- Bachelor's Degree
  - *Public Relations Specialists (27-3031)*
  - *Public Relations Managers (11-3032)*

The national-level educational attainment data indicates between 9% and 10% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 14 shows the educational attainment for each occupation, sorted by highest community college educational attainment to lowest.

Exhibit 14: National-level Educational Attainment for Occupations



Of the 67% of the cumulative job postings for these public relations occupations that listed a minimum education requirement in the SCC Region, 21% (44) requested a high school diploma or GED, 4% (8) requested an associate degree, 73% (153) requested a bachelor's degree, and 1% (3) requested a master's degree.

Educational Supply

Community College Supply:

Exhibit 15 shows the three-year average number of awards conferred by community colleges in the related TOP codes:

- Public Relations (0606.00)

No awards were conferred for the following TOP codes:

- Mass Communications (0610.00)

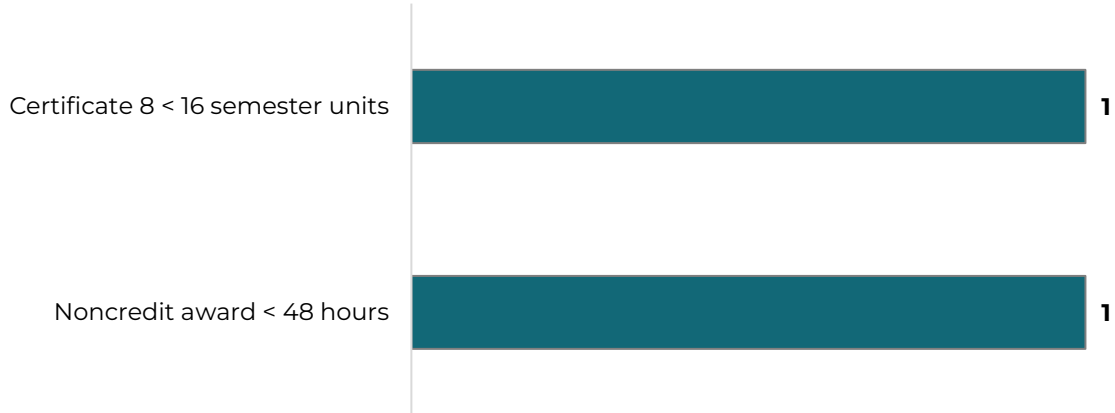
The college with the most completions in the region is Santa Barbara (220), followed by Moorpark College (61), and College of the Canyons (52).

Exhibit 15: Regional Community College Awards (Certificates and Degrees), 2022-2025

College	2022-2023 Awards	2023-2024 Awards	2024-2025 Awards	3-Year Award Average
0606.00 (Public Relations)				
Canyons	0	2	2	1
Cuesta	0	0	1	0
Moorpark	0	0	3	1
Supply Subtotal/Average	**0**	**2**	**6**	**2**
Supply Total/Average	**0**	**2**	**6**	**2**

Exhibit 16 shows the annual average community college awards by type from 2022-23 to 2024-25. The plurality of the awards are for certificates between 8 and less than 16 semester units, followed by noncredit award less than 48 hours.

Exhibit 16: Annual Average Community College Awards by Type, 2022-2025



Community College Student Outcomes:

Exhibit 17 shows the Strong Workforce Program (SWP) metrics for Public Relations (0606.00) programs at a Ventura County Community College District (VCCCD) school, the SCC Region, and California. A review of Chancellor's Office Curriculum Inventory (COCI) data shows that there is currently one program (offered by Moorpark College) and no courses offered under

the Public Relations (0606.00) TOP code. However, Moorpark College's program as approved in 2022; therefore, several metrics are unavailable at the district and region level.

Of the 497 Public Relations (0606.00) students throughout the state, 3% (16) attended a college in the SCC Region. Students in California that exited Public Relations (0606.00) programs in the 2023-24 academic year had median annual earnings of $34,368 (or $16.52 per hour).

Exhibit 17: Public Relations (0606.00) Strong Workforce Program Metrics, 2024-25[4][5]

SWP Metric	VCCCD	SCC Region	California
SWP Students	Insufficient Data	16	497
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	Insufficient Data	0%	45%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Insufficient Data	81%	81%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	Insufficient Data	Insufficient Data	2%
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2023-24)	Insufficient Data	0%	12%
SWP Students with a Job Closely Related to Their Field of Study (2022-23)	Insufficient Data	Insufficient Data	Insufficient Data
Median Annual Earnings for SWP Exiting Students (2023-24)	Insufficient Data	Insufficient Data	$34,368 ($16.52)
Median Change in Earnings for SWP Exiting Students (2023-24)	Insufficient Data	Insufficient Data	34%
SWP Exiting Students Who Attained the Living Wage (2023-24)	Insufficient Data	Insufficient Data	26%

[4] All SWP metrics are for 2024-25 unless otherwise noted. Metrics data is sourced from DataVista.
[5] Data that is not available in DataVista is denoted in Exhibit 15 as "data unavailable." Data may not be available for various reasons, including cases where data is masked to protect personally identifiable information.

Non-Community College Supply:

To comprehensively analyze the regional supply, it is crucial to include data from other institutions offering related training programs. Over the past three years (2021-2024), there were 255 awards conferred by non-community college institutions under the related Classification of Instructional Programs (CIP) codes:

- Speech Communication and Rhetoric (09.0101)
- Communication Management and Strategic Communications (09.0909)

No awards were conferred for the following CIP codes:

- Mass Communication/Media Studies (09.0102)
- Public Relations, Advertising, and Applied Communication (09.0900)

Exhibit 18 shows the number of awards conferred by non-community college institutions from 2021 to 2024.

Exhibit 18: Regional Non-Community College Awards, 2021-2024

CIP Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average
09.0909	Communication Management and Strategic Communications	California Lutheran University	33	22	21	25
Supply Subtotal/Average			**33**	**22**	**21**	**25**
Supply Total/Average			**33**	**22**	**21**	**25**

Regional Demographics

This section examines demographic data for SCC community college students in Public Relations (0606.00) programs compared to the SCC labor force, along with occupational data, to identify potential diversity and equity issues addressable by community college programs.

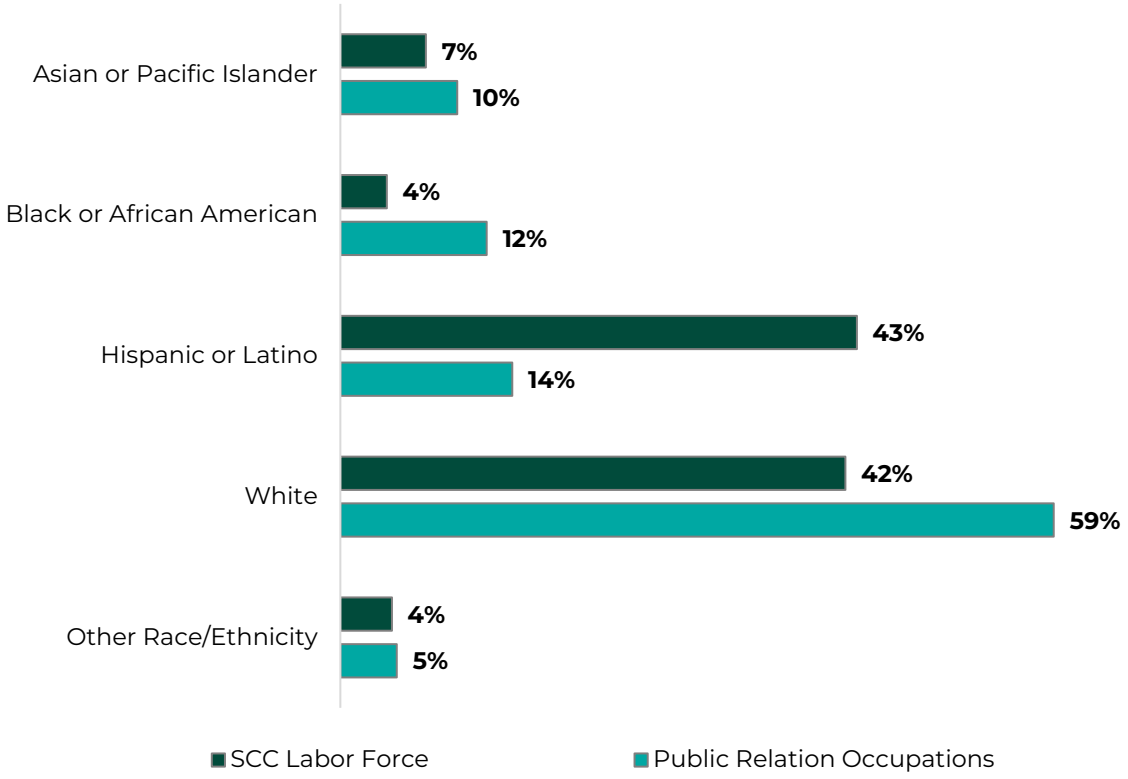
As noted above in the Community College Supply Section, COCI data shows that there is only one active program for Public Relations (0606.00). However, student demographics is not available. For these reasons, this section focuses only on demographic data for the SCC Labor Force and *Public Relations Managers (11-2032)* and *Public Relations Specialists (27-3031)*.

Ethnicity:

Exhibit 19 compares the ethnicity of the overall labor force and occupation-specific data for the two public relations occupations included in this report.

Approximately 59% of workers in these public relations occupations are white, which is significantly higher than the overall SCC labor force. Additionally, 10% of workers in these public relations occupations are Asian or Pacific Islander, which is slightly higher than the overall SCC labor force (7%).

Exhibit 19: Program and County Demographics by Ethnicity

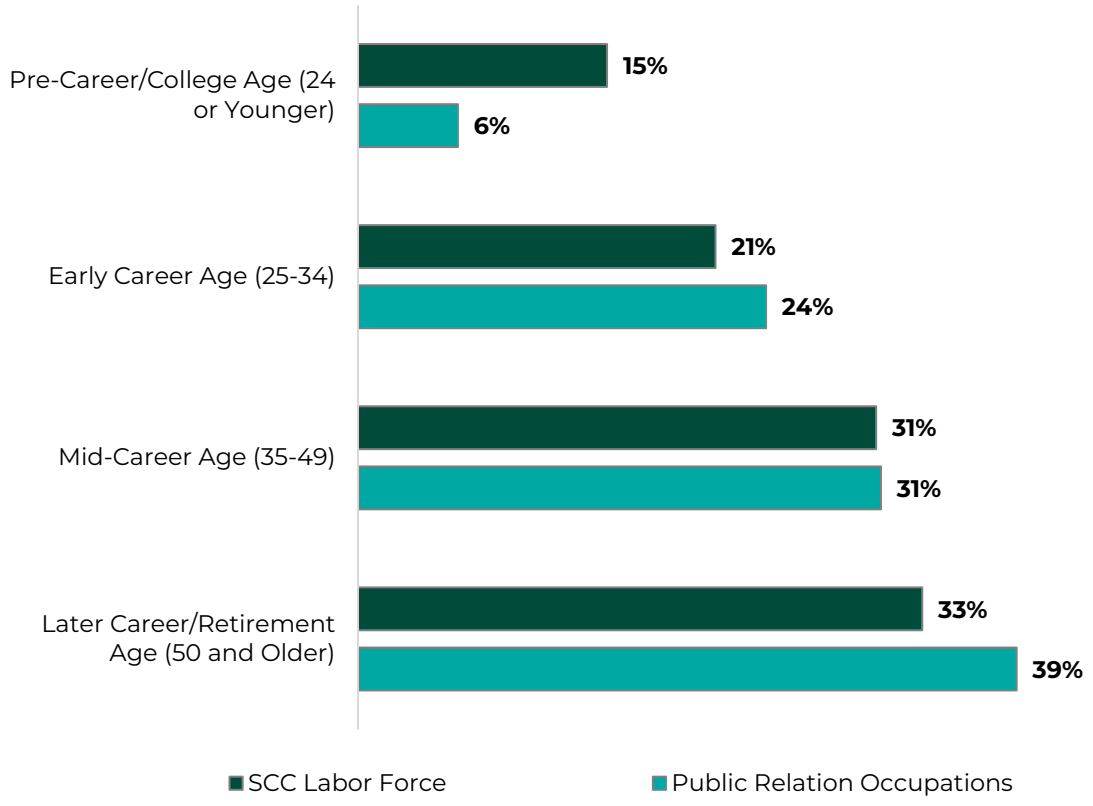


Age:

Exhibit 20 compares the age of the overall SCC labor force and occupational-specific data for the two public relations occupations included in this report.

Approximately 39% of workers in these public relations occupations are Later Career/Retirement Age (50 and Older), which is slightly higher than the overall labor force (33%).

Exhibit 20: Program and County Demographics by Age

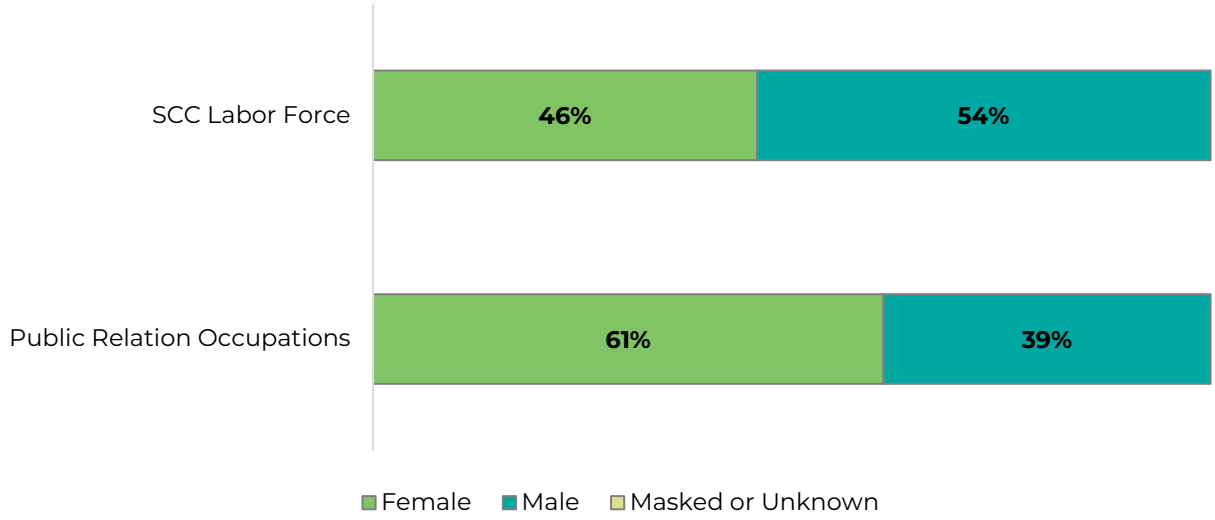


Sex:

Exhibit 21 compares the sex of the overall SCC labor force and occupation-specific data for the two public relations occupations.

There is a significant majority of female workers in these public relations occupations (61%), which contrasts with the overall SCC labor force (46% female).

Exhibit 21: Program and County Demographics by Sex



Appendix A: Methodology

Traditional Labor Market Data

The SCC COE prepared this report by analyzing data from occupations and education programs. Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies.

Data included in this analysis represents the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the SCC COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges.

Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

Using a TOP-SOC crosswalk, the SCC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- All occupations that require an educational requirement of some college, associate degree or 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
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

The SCC COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a "supply table" with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP code data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data), also known as IPEDS.

TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

Online Job Postings Data

Online job postings data, also known as real-time labor market information, captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees but is not a perfect measure of the quantity of open positions. Online job postings data is sourced from Lightcast, a labor market analytics firm that scrapes, collects, and organizes data from online job boards such as LinkedIn, Indeed, Glassdoor, Monster, GovernmentJobs.com, and thousands more.

There are several limitations when analyzing job postings. A single job posting may not represent a single job opening, as employers may be creating a pool of candidates for future openings or hiring for multiple positions with a single posting. Additionally, not all jobs are posted online, and jobs may be filled through other methods such as internal promotion, word-of-mouth advertising, physical job boards, or a variety of other channels.

Additionally, Lightcast uses natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. However, NLP has limitations that include understanding contextual words of phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.[6] For these reasons, job postings could be assigned to the wrong employer, industry, or occupation within Lightcast's database.

Geography

The South Central Coast region encompasses San Luis Obispo, Santa Barbara, and Ventura counties, as well as parts of Northern Los Angeles County. Exhibit 22 shows the 34 ZIP codes used to define Northern Los Angeles County.

Exhibit 22: Northern Los Angeles ZIP Codes

ZIP Code	Primary City
91310	Castaic
91321	Newhall
91322	Newhall
91350	Santa Clarita
91351	Canyon Country
91354	Valencia
91355	Valencia
91380	Santa Clarita
91381	Stevenson Ranch
91382	Santa Clarita
91383	Santa Clarita
91384	Castaic
91385	Valencia
91386	Canyon Country
91387	Canyon Country
91390	Santa Clarita
93510	Acton

ZIP Code	Primary City
93532	Lake Hughes
93534	Lancaster
93535	Lancaster
93536	Lancaster
93539	Lancaster
93543	Littlerock
93544	Llano
93550	Palmdale
93551	Palmdale
93552	Palmdale
93553	Pearblossom
93563	Valyermo
93584	Lancaster
93586	Lancaster
93590	Palmdale
93591	Palmdale
93599	Palmdale

Though traditional labor market information is available at the ZIP code level, it does not always add up to data reported at the county level for multiple reasons:

- ZIP codes are not official geographically bounded areas, unlike states and counties.
- ZIP codes may cross county lines, such as ZIP code 93461, which is primarily in San Luis Obispo County, but also crosses into Kern County.

For these reasons, the number of jobs and average annual openings for each county may not add up to the total for the SCC Region. However, considering jobseekers may cross county lines for opportunities, the traditional labor market data is reflective of opportunities available to jobseekers in the SCC Region.

Additionally, job postings data is available only at the city or county level. To analyze job postings for the entire SCC region, the SCC COE developed a list of cities available in Lightcast for analysis. Additionally, demographic data is not available at the ZIP code level but is available at the Census Bureau's Public `Use Microdata Area (PUMA) level. Demographic data was sourced via IPUMS and analyzed by the SCC COE.

[6] K. R. Chowdhary, Fundamentals of Artificial Intelligence (Basingstoke: Springer Nature, 2020), https://link.springer.com/book/10.1007/978-81-322-3972-7.

Appendix B: Data Sources

Data Type	Source
Occupational Projections, Wages, and Job Postings	Traditional and real-time labor market information are captured using data from Lightcast, a labor market analytics firm.
Living Wage	Per the CCCCO, this report's endorsement criteria uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard last updated in March 2024. The MIT Living Wage, updated on February 15, 2026, is a nationally recognized living wage metric and is provided for reference.
Typical Education and Training Requirements, and Educational Attainment	The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data.
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	The O*NET database includes information on skills, abilities, knowledge, work activities, and interests associated with occupations.
Educational Supply	The CCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions).
Job Quality	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. For more information, see the SCC COE's *South Central Coast Labor Market Landscape* report.
Student Metrics and Demographics	Data Vista, a statewide data system supported by the California Community Colleges Chancellor's Office provides data on progress, success, employment, and earnings outcomes for California community college students.
Population and Occupation Demographics	The Census Bureau's American Community Survey (ACS) is the premier source for detailed population and housing information. Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products.

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; 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 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.

For more information, please contact the South Central Coast Center of Excellence:

Jacob Poore, Director
jacob.poore@canyons.edu

Ashley Kernan, Research Manager
ashley.kernan@canyons.edu

November 2026

