



AB 86 Research Findings:

## Regional Demographic Assessment & Economic Evaluation

Conducted for the State Center AB86 Adult Education Consortium  
January 23, 2014



# BW Research

A full-service applied research firm that specializes in:

- Economic and workforce development research
- Employer and education research, understanding the “World of work” and their connectivity
- Market and public opinion research on businesses, job-seekers, and students: “Demand-driven & Supply Aware”

Part 1

AB 86 Research

# AB 86 Plan Objectives



## **Regional Demographic & Economic Profiles**

**(Part 2 & 3)**

An assessment of the region's demographic & economic profile as it relates to adult education & economic self-sufficiency.

## **Educator & Employer Priorities**

**(Part 4 & 5)**

An evaluation of educator and employer priorities

## **Conclusions & Considerations**

**(Part 6)**

# Part 2

Regional

Demographic

Description

# Poverty and Unemployment Rates

The unemployment rate is higher in Fresno (11%) and Madera (11%) Counties than in California (7%).

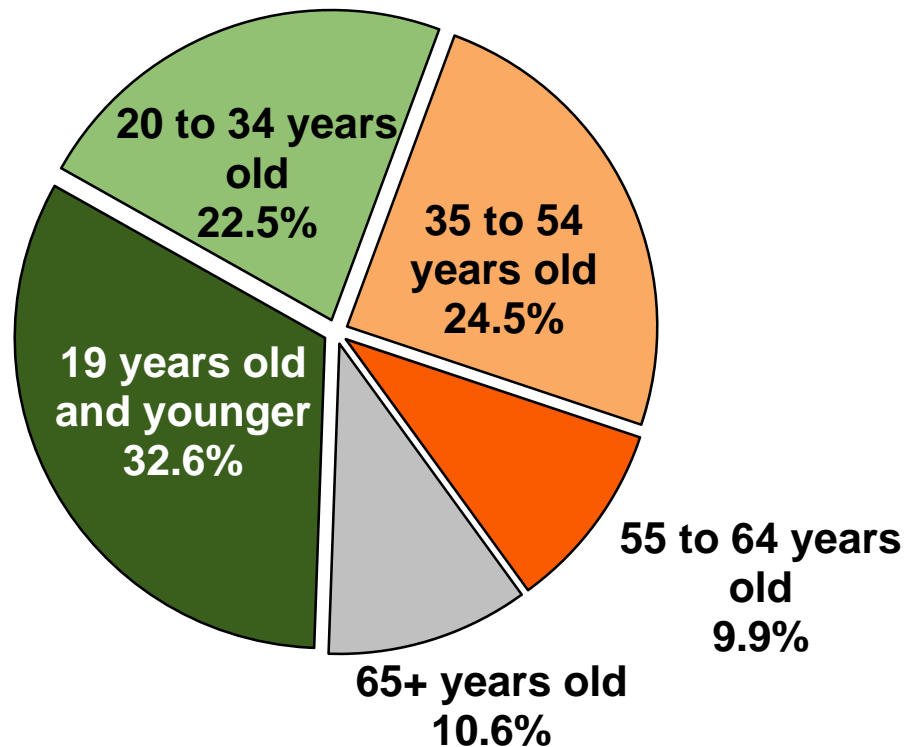
The percentage of families and people whose income in the past 12 months is below poverty level is higher in both Fresno and Madera Counties than in California.

	Fresno	Madera	California
<b>All families</b>	<b>20.9%</b>	<b>17.5%</b>	<b>12.9%</b>
<b>Families with children under 18 years</b>	<b>30.2%</b>	<b>27.0%</b>	<b>19.3%</b>
<b>Individuals 18 and Over</b>	<b>21.3%</b>	<b>18.5%</b>	<b>15.3%</b>

Sources: American Community Survey (ACS) 2013

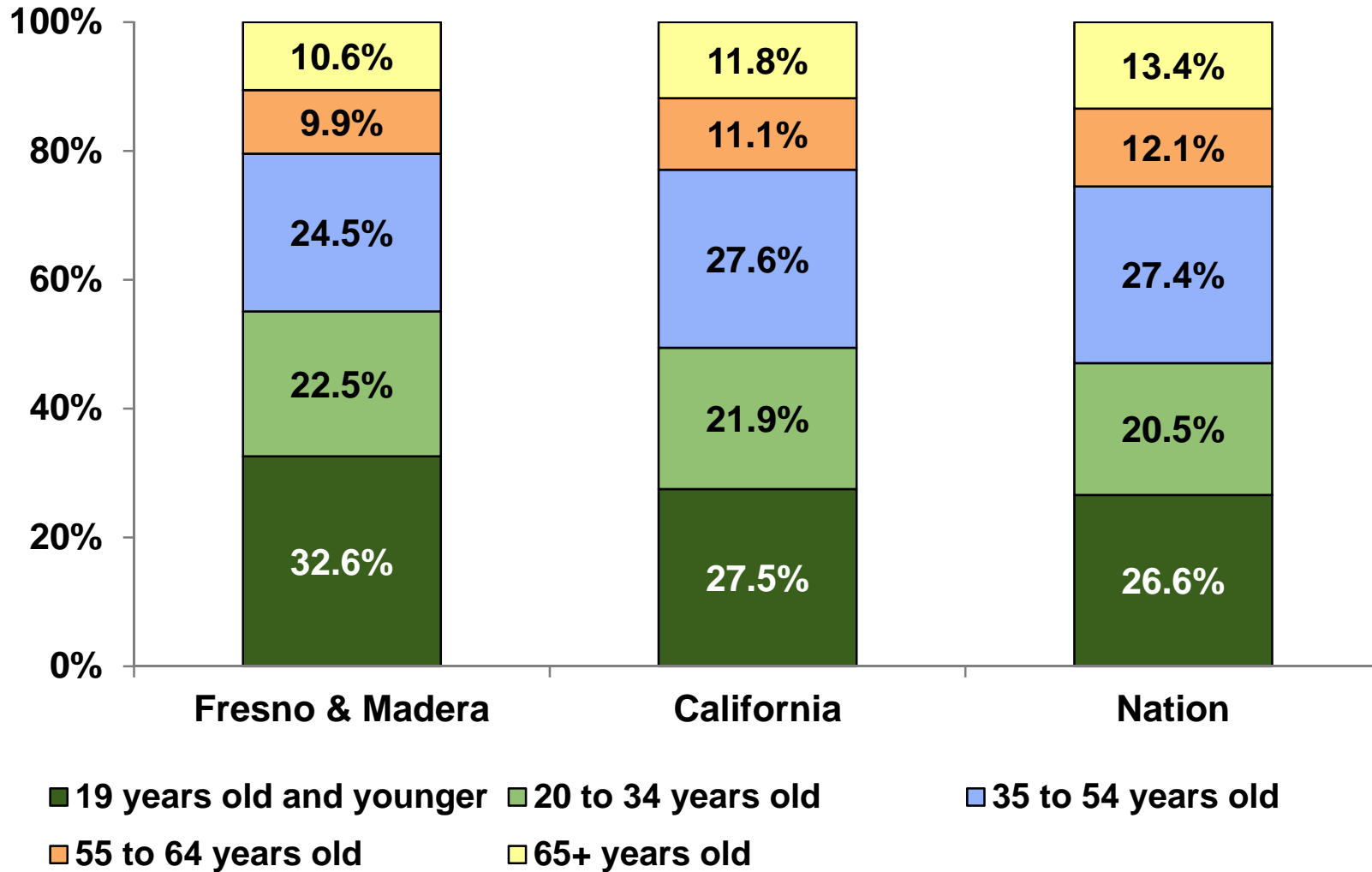
# Age Distribution

More than half (55%) of the population in Fresno and Madera Counties is under the age of 34.



Source: American Community Survey (ACS) 2013

# Age Distribution (Comparison)

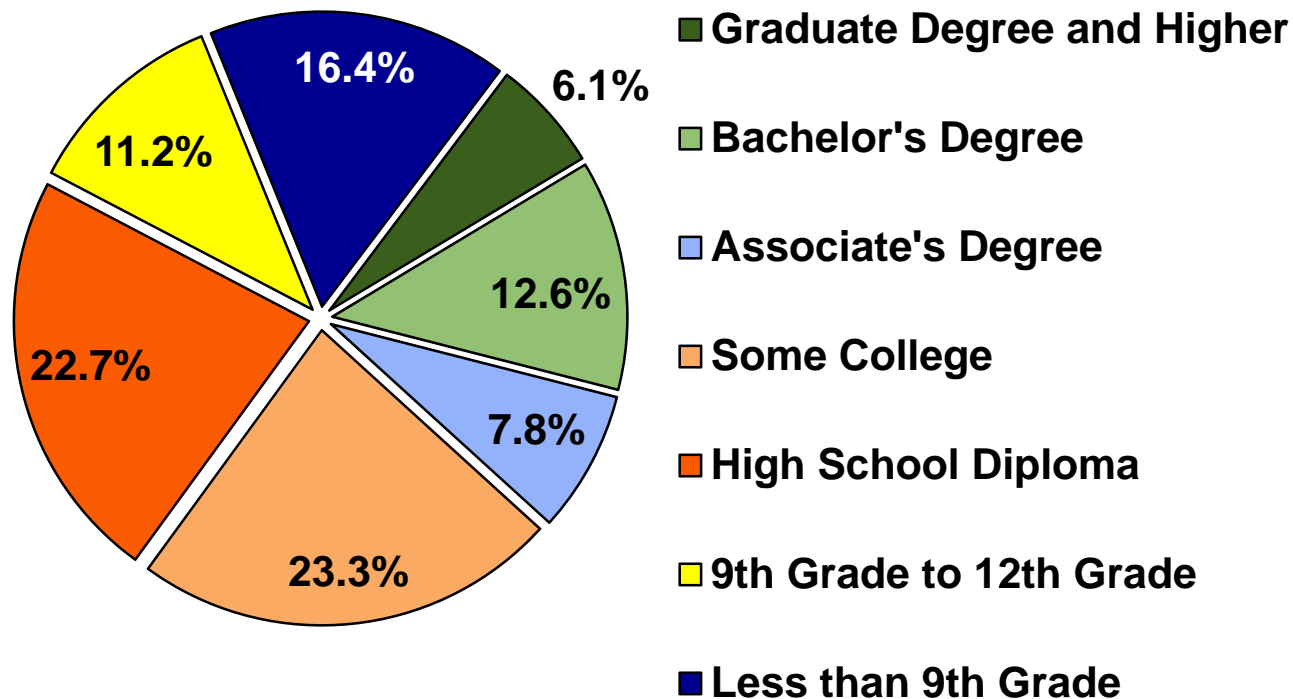


Source: American Community Survey (ACS) 2013



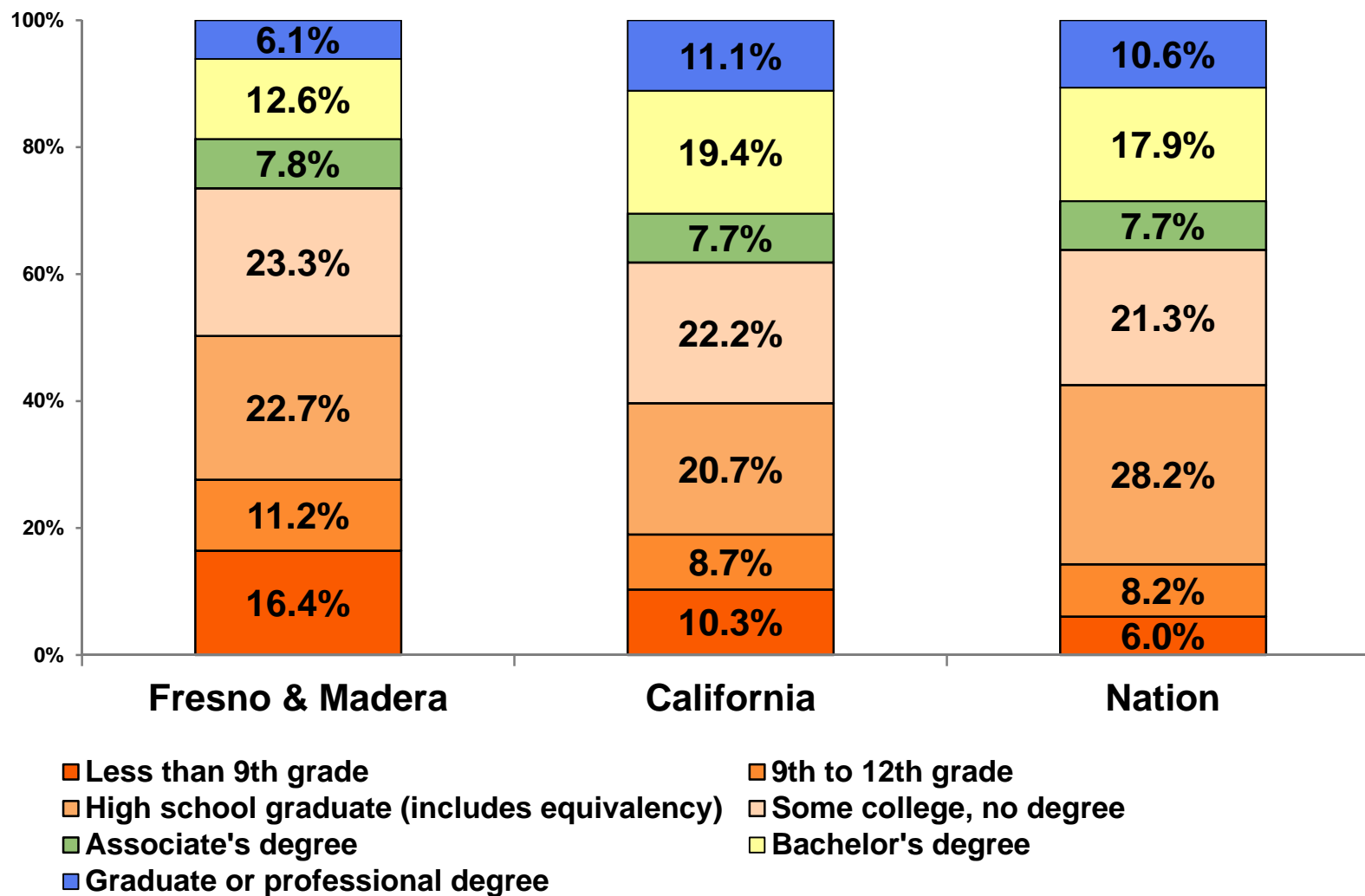
# Educational Attainment in Fresno & Madera Counties

Twenty-seven percent of the population has an Associate's Degree or higher, while 46 percent have a High School Diploma or Some College.



Source: American Community Survey (ACS) 2013

# Educational Attainment in Fresno & Madera Counties



Source: American Community Survey (ACS) 2013

# English Speaking Ability

In the region, 66% (Fresno) and 68% (Madera) of the foreign born population speaks English less than very well, compared with 58% of the total state's immigrant population.

	Fresno	Madera	California
<b>Percent Foreign Born of Total 2-County Population</b>	<b>29%</b>	<b>28%</b>	<b>29%</b>
<b>Percent of Foreign Born Who Speak English Less than Very Well</b>	<b>66%</b>	<b>68%</b>	<b>58%</b>
<b>Percent of 2-County Population Who Speak English Less than Very Well</b>	<b>19%</b>	<b>19%</b>	<b>17%</b>

# Adults with Disabilities

- Total population in Fresno & Madera that have a cognitive disability: 40,913 (3.9%)
- Percentage of adult population that have a cognitive disability in CA: 3.4%

# Basic Skills

- Total population in Fresno & Madera that could benefit from basic skills programs: 205,373 (19.7%)
- Percentage of adult population in CA that could benefit from basic skills programs: 14.0%

# Short-Term CTE

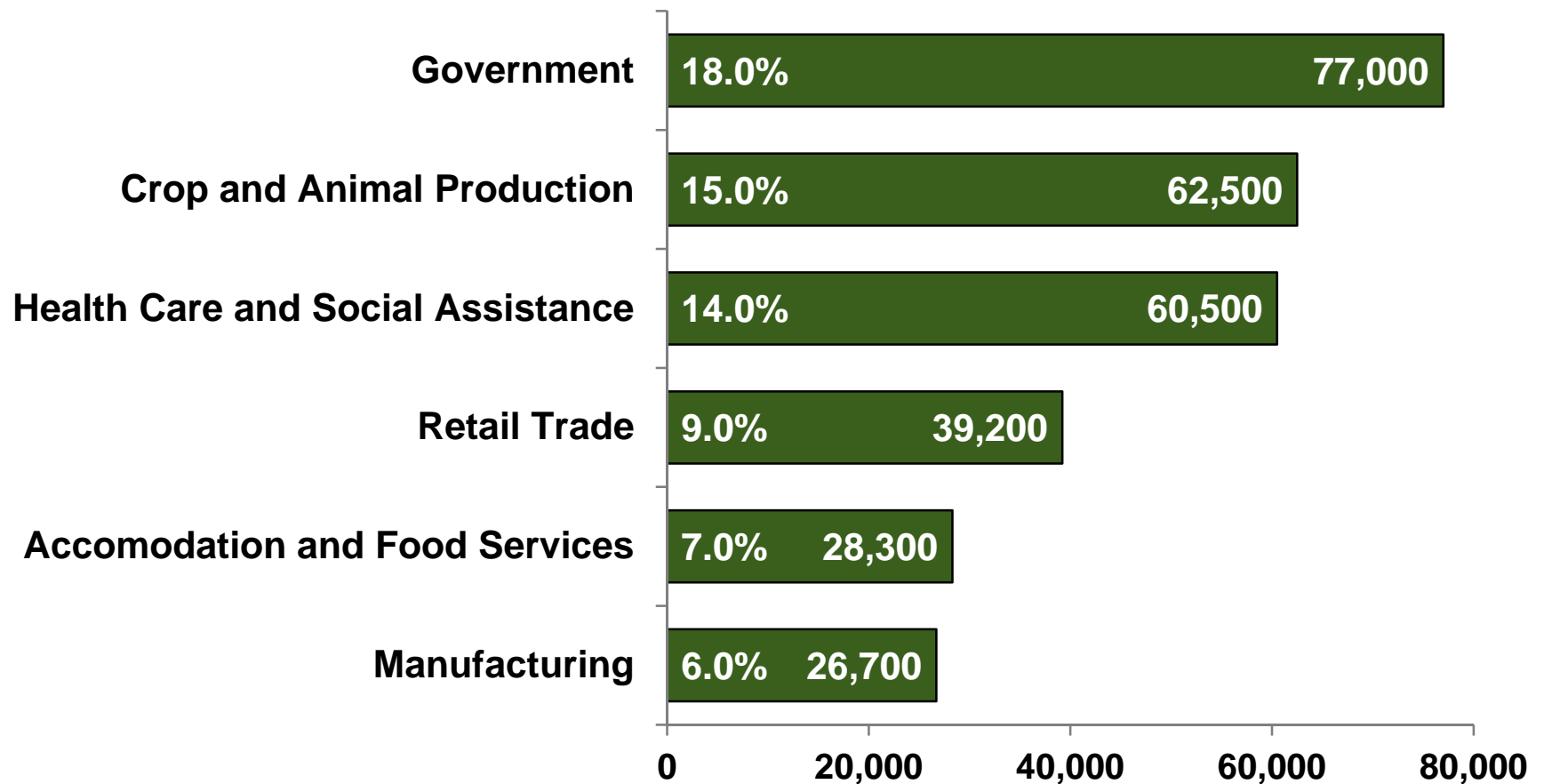
- Total population in Fresno & Madera that could benefit from short-term CTE programs : 42,911 (4.1%)
- Percentage of adult population in CA that could benefit from short-term CTE programs: 2.7%

# Part 3

## Regional Economic Description

# 2014 Traditional Industry Classification

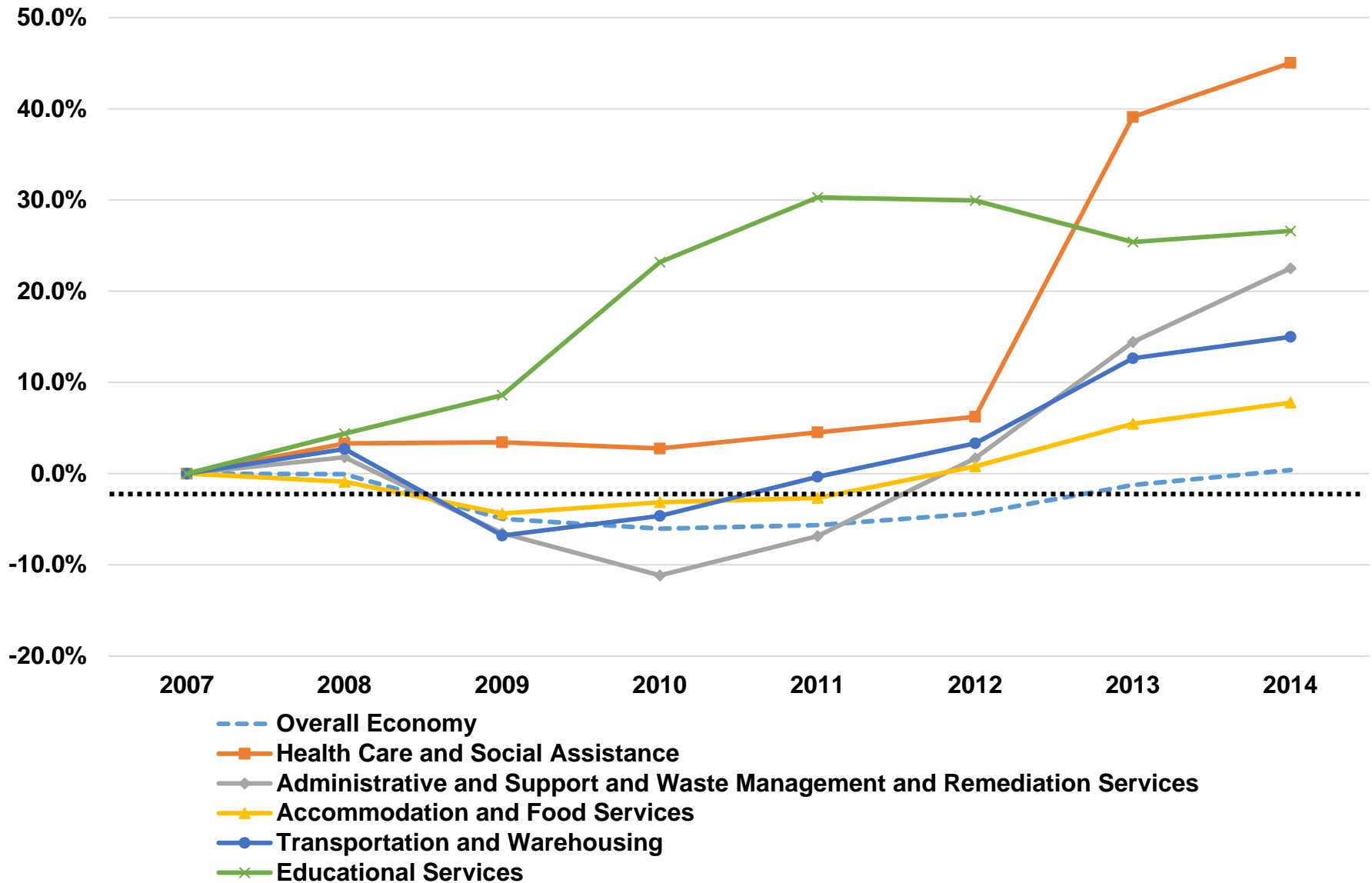
The largest industries in the 2-County region, by number of employees, include the following:



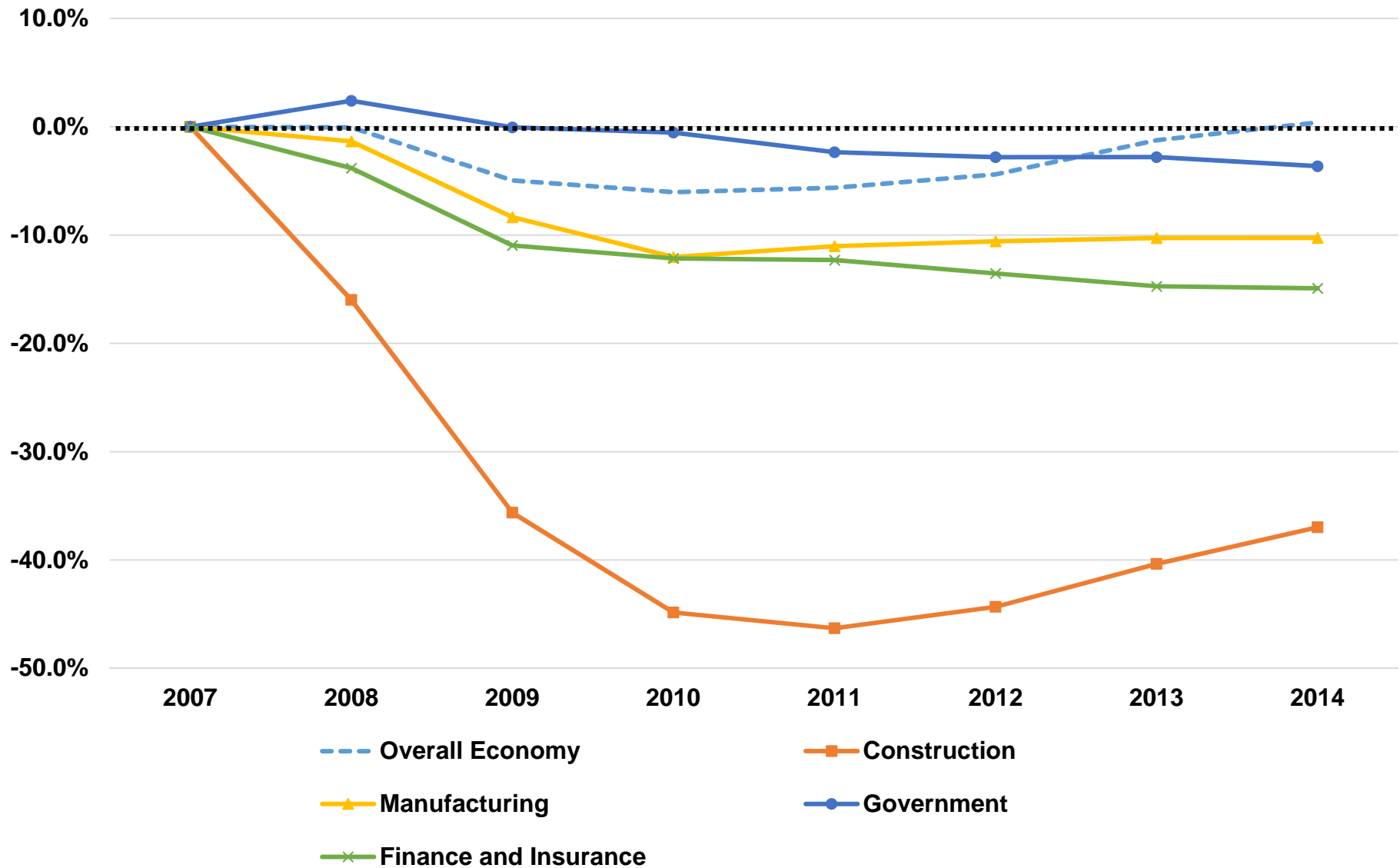
Source: EMSI QCEW & non-QCEW, 2014.3



# Growth Industries: 2007 to 2014



# Declining Industries: 2007 to 2014

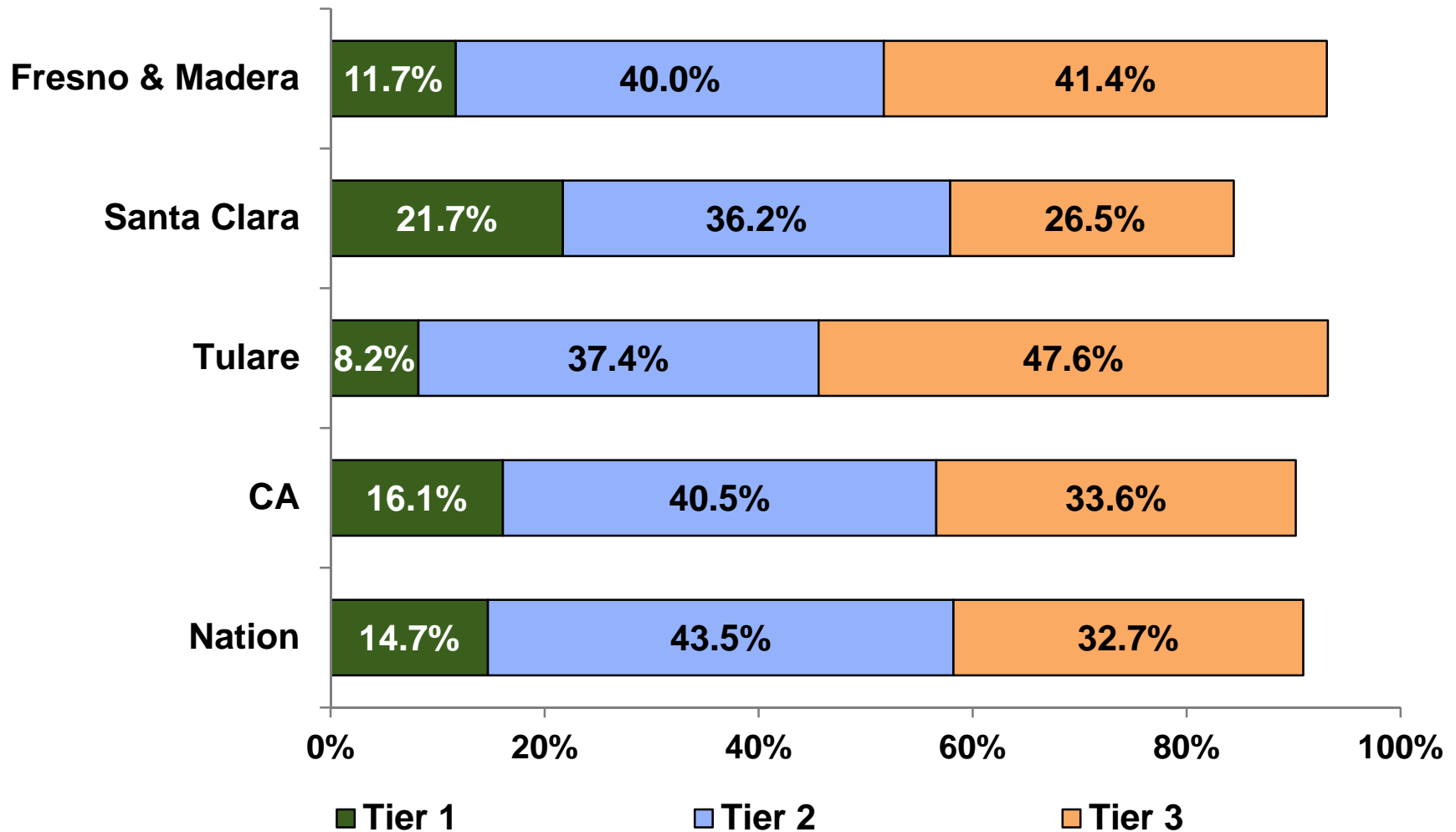


# Occupational Tiers in the Region

An occupational segmentation technique used to delineate occupations into one of three tiers.

- **Tier 1 Occupations:** Typically the highest-paying, highest-skilled occupations in the economy, that typically require a 4 year degree or more. (Avg. hourly wage \$44.98)
- **Tier 2 Occupations:** These occupations have historically provided the majority of employment opportunities and could be referred to as middle-wage, middle-skill positions. (Avg. hourly wage \$22.13)
- **Tier 3 Occupations:** These occupations typically represent lower-skilled service positions with lower wages that require little formal training and/or education. (Avg. hourly wage \$11.54)

# Comparison in Tier Employment for the Two County Region



Source: EMSI QCEW & non-QCEW, 2014.3

# Industry Clusters in Fresno & Madera

## Industry Clusters (or Sectors) vs. Traditional Industries

Key Industry Clusters in Fresno & Madera County by jobs, concentration and 2010-2014 growth.

1. **Energy\*** (2,513 jobs, 24% below NA, 9.8% growth)
2. **Logistics\*** (10,918 jobs, 35% below NA, 15.6% growth)
3. **Health & Wellness\*** (40,979 jobs, 11% below NA, 11.7% growth)
4. **Agriculture\*** (76,712 jobs, 740% above NA, 8.0% growth)
5. **Business Support Services** (21,382 jobs, 23% below NA, 40.4% growth)
6. **Building & Design** (17,868 jobs, 20% below NA, 9.9% growth)

\* California Partnership for the San Joaquin Valley

# Part 4

## Regional Adult Education Provider: Priorities

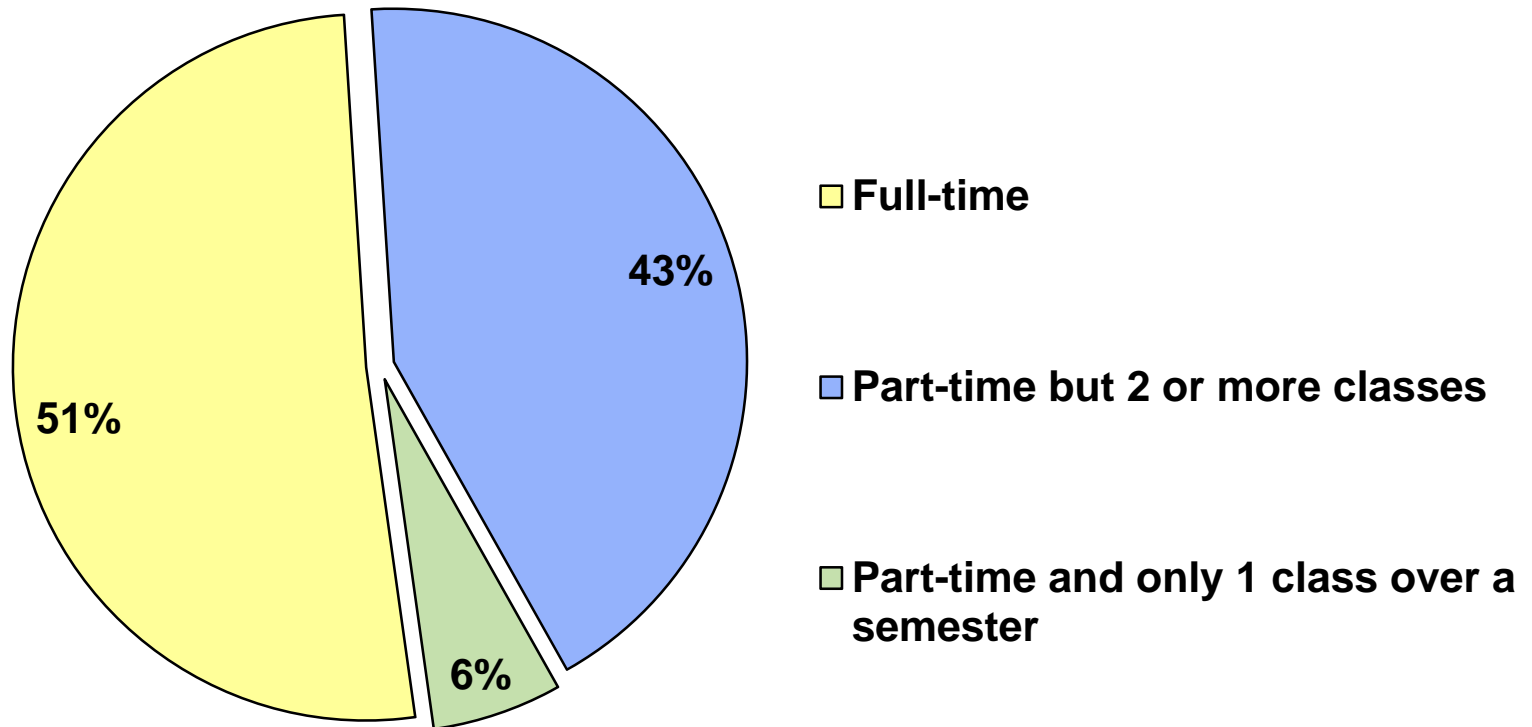
# Educator Survey

The State Center Consortium worked with BW Research to determine which contacts in the region would need to complete the online survey.

The following charts are based off of survey results from a total of 21 adult educators in Fresno and/or Madera County.

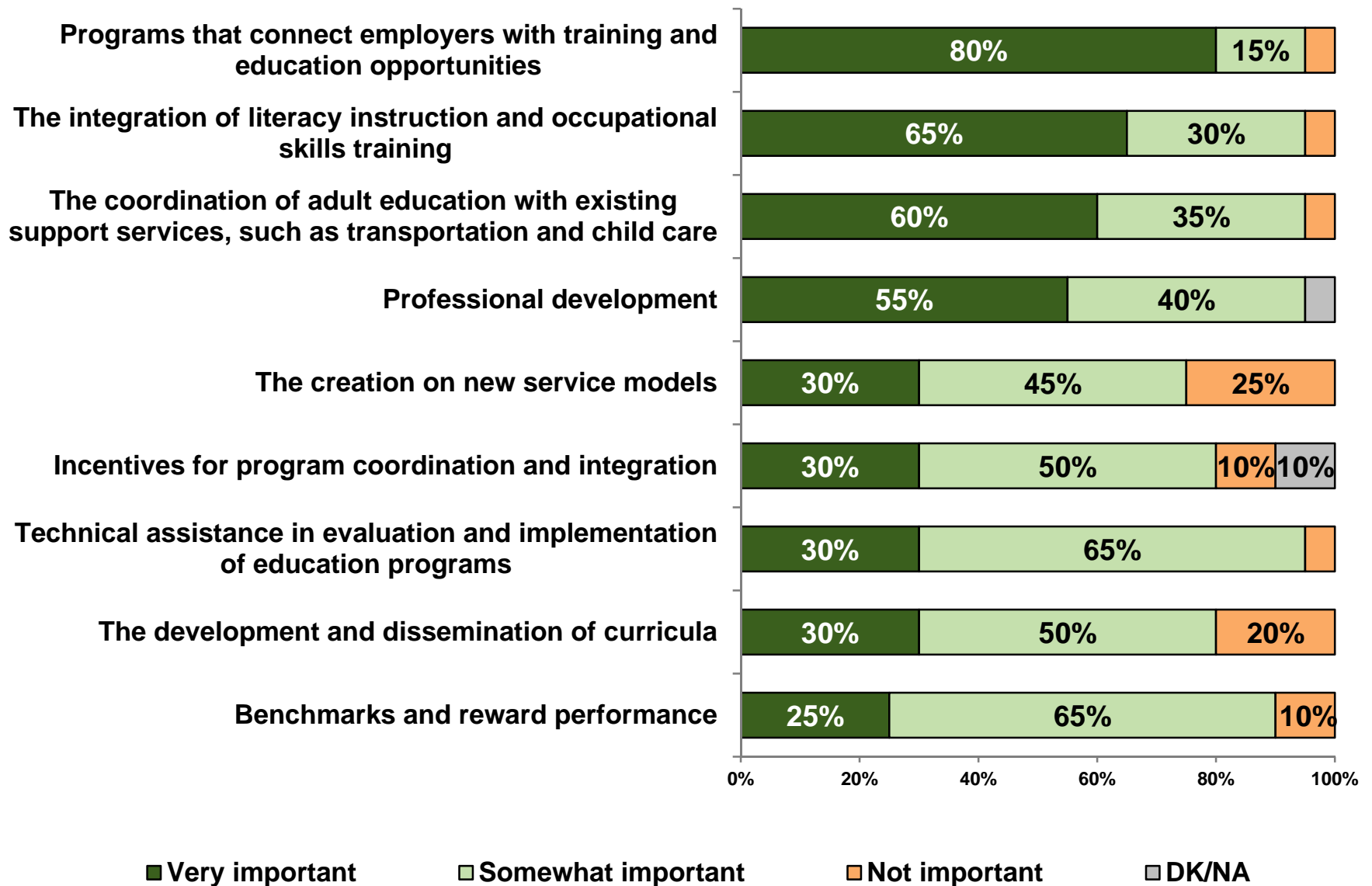
# Student Enrollment

A majority of adult education students were enrolled full time in the 2012-13 school year.

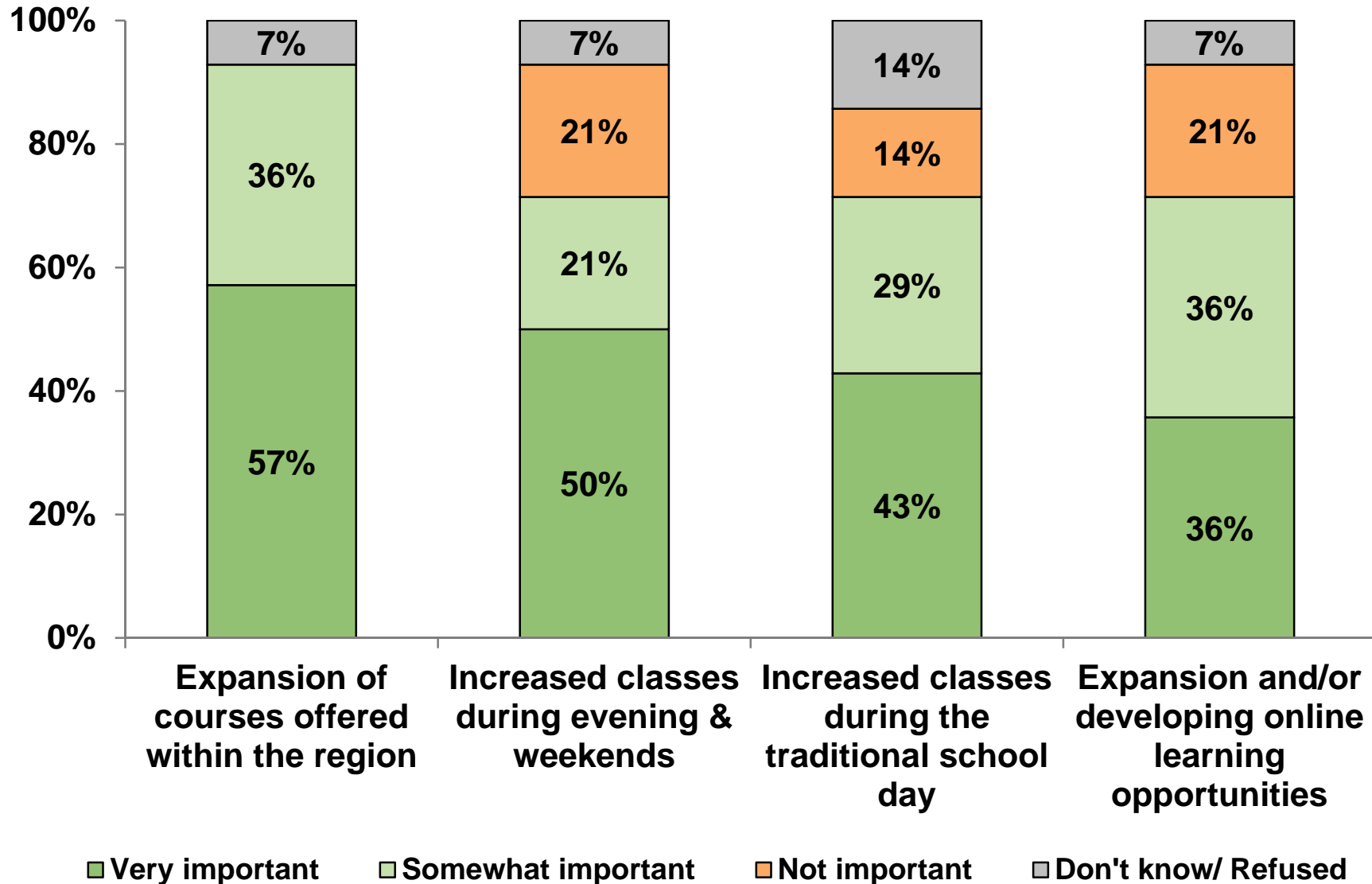




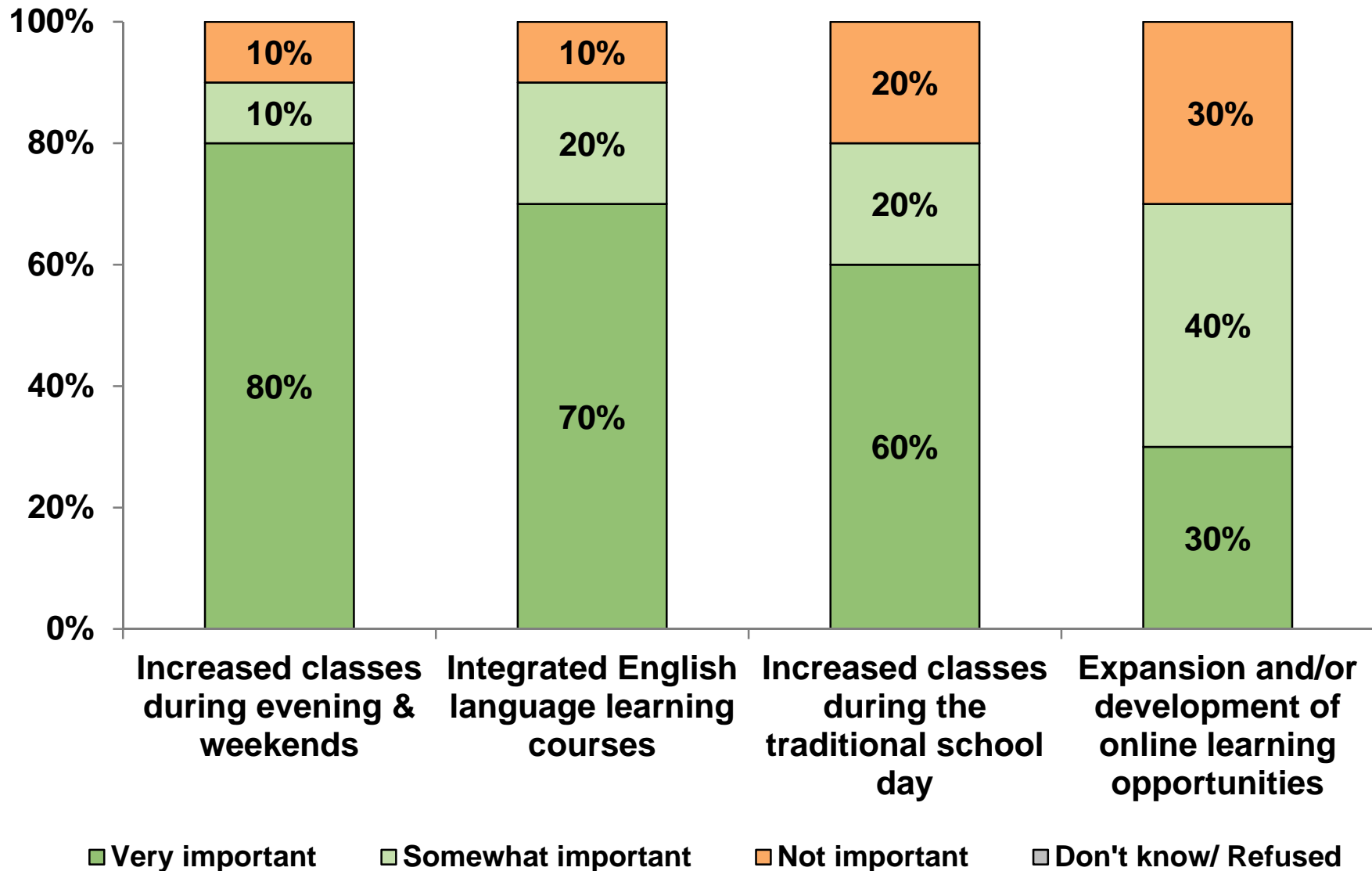
# Importance of Priorities for Funding Adult Education



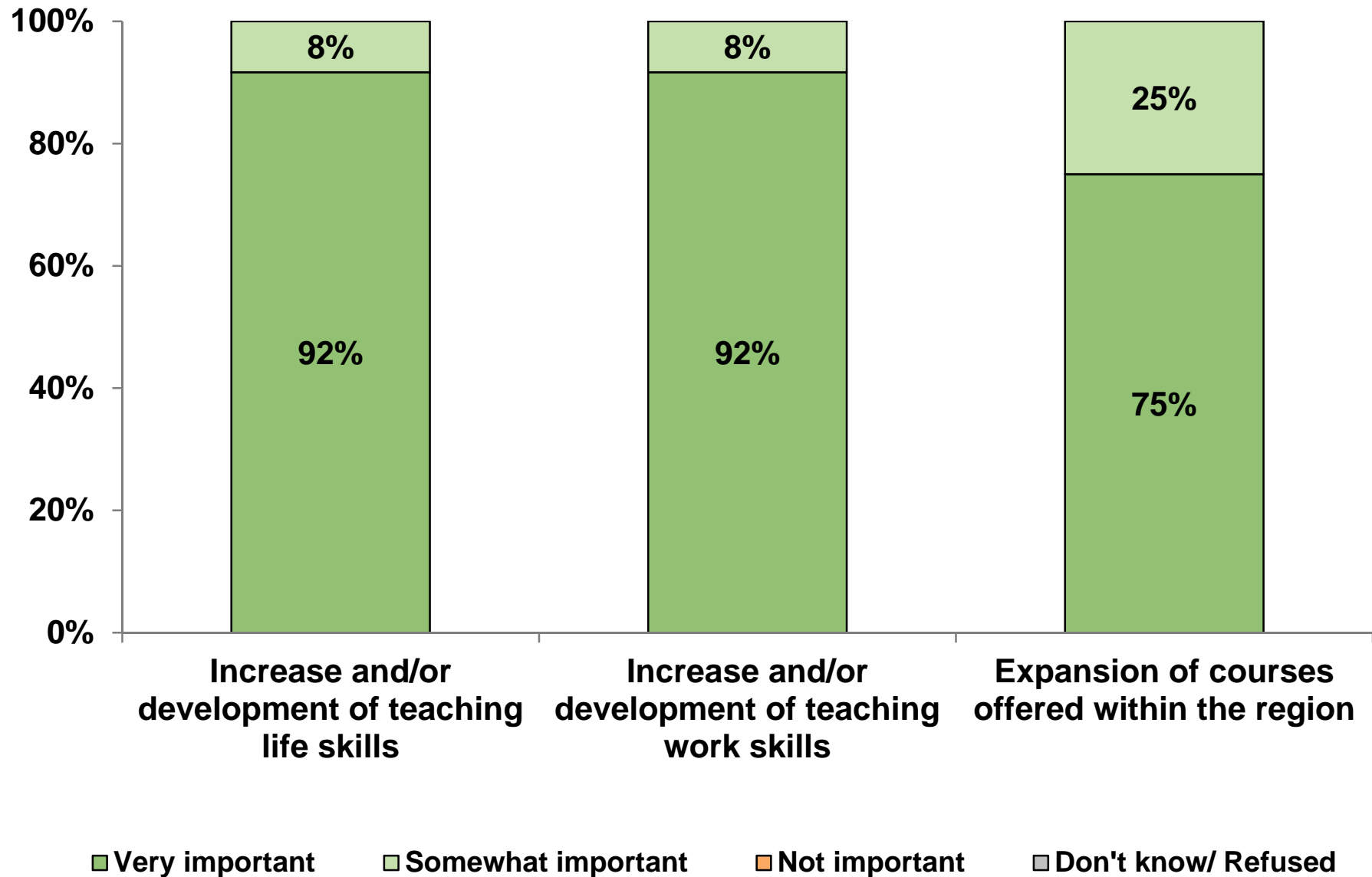
# Importance of Funding: Elementary & Basic Skills



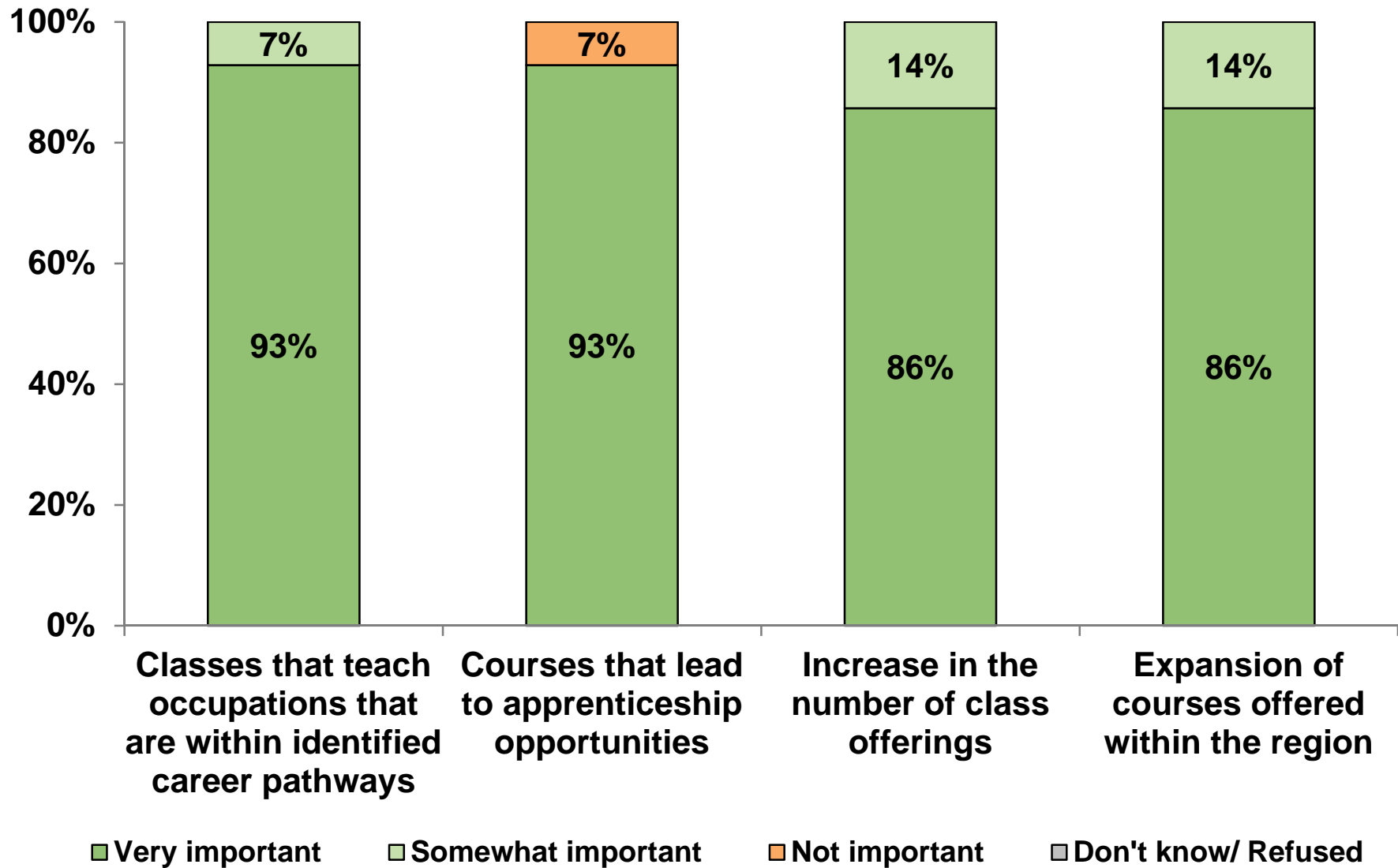
# Importance of Funding: Classes and Courses for Immigrants



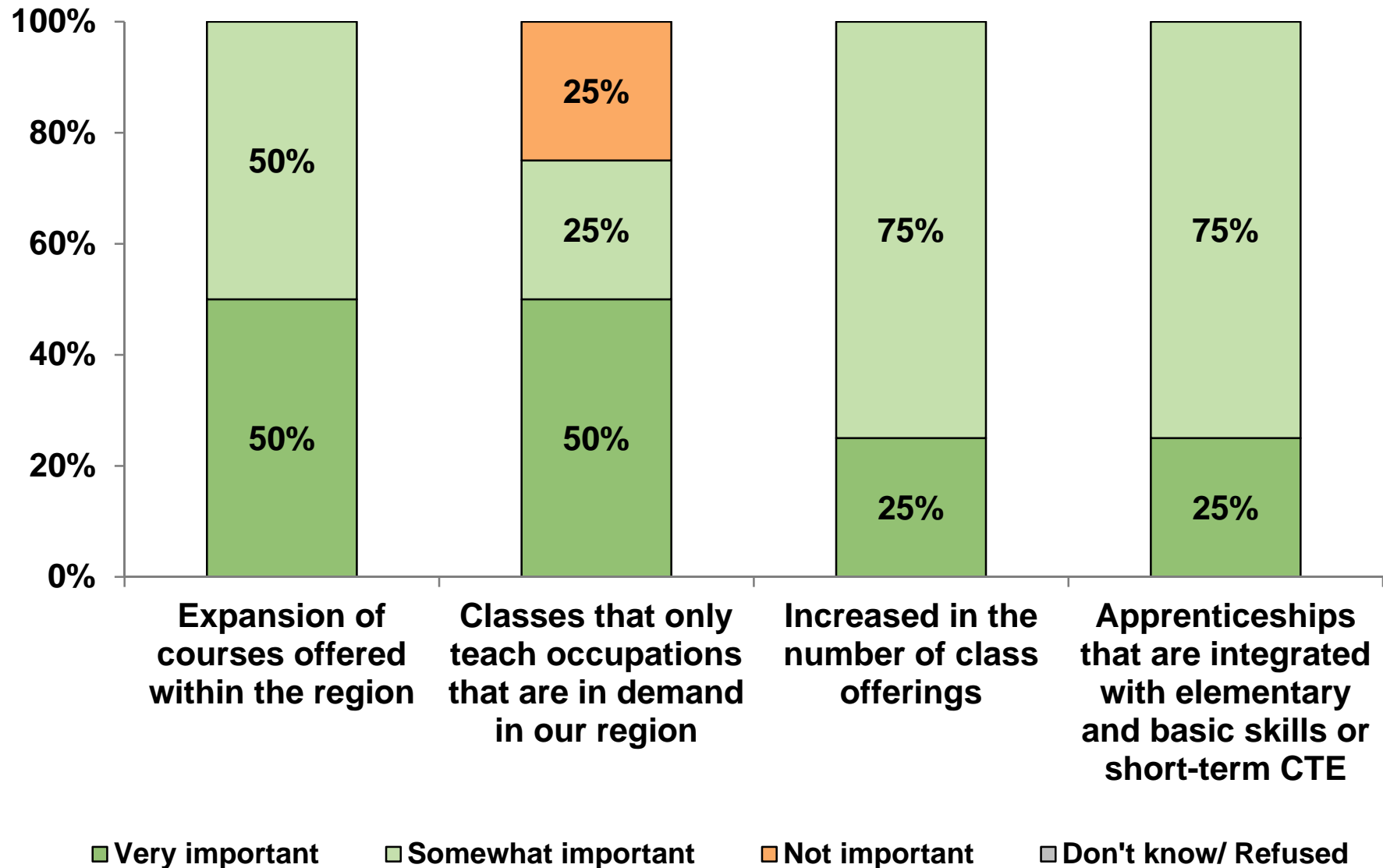
# Importance of Funding: Adults with Disabilities



# Importance of Funding: Short-Term CTE



# Importance of Funding: Programs for Apprentices



# Part 5

## Regional Employer Priorities

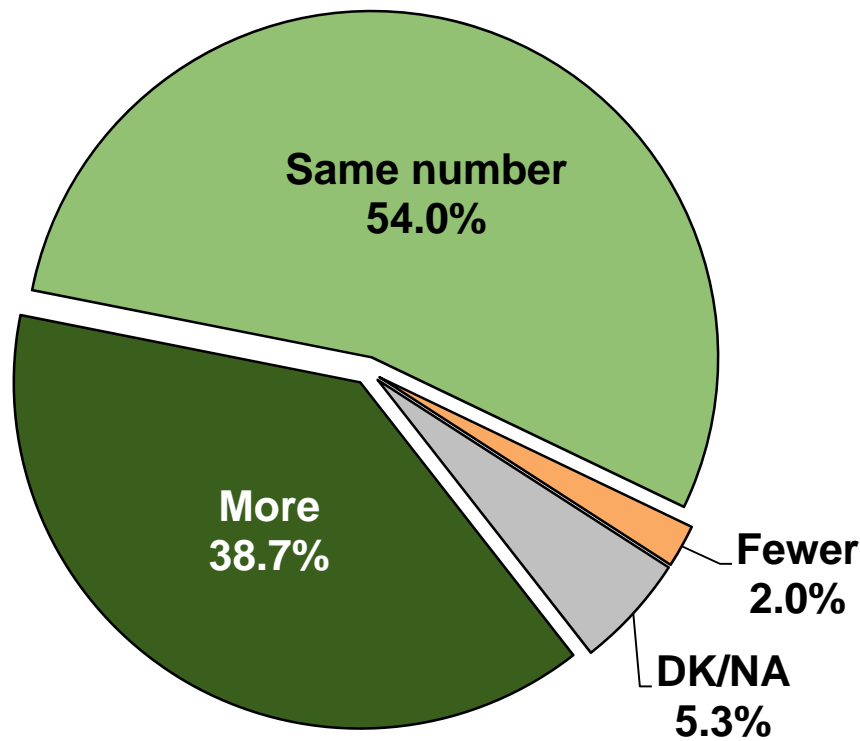
# Employer Survey

A profile of regional businesses was created to better understand adult education needs within the region. Data gathered from the employer survey is from 150 businesses with at least one location in the region (Fresno and/or Madera County).



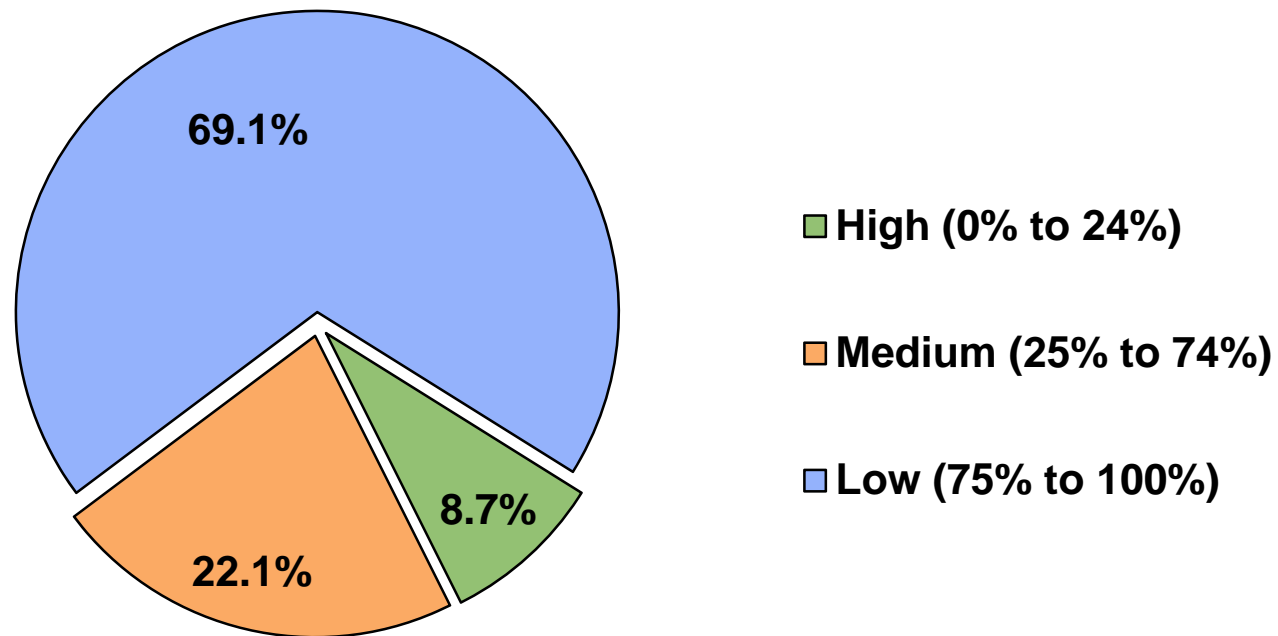
# Permanent & Temporary Workers 12 Months From Now

The total growth from current employers in Fresno and Madera Counties is expected to be between five and six percent in 2015.



# Percentage of Employers Requiring Less than a 4-Year College Degree

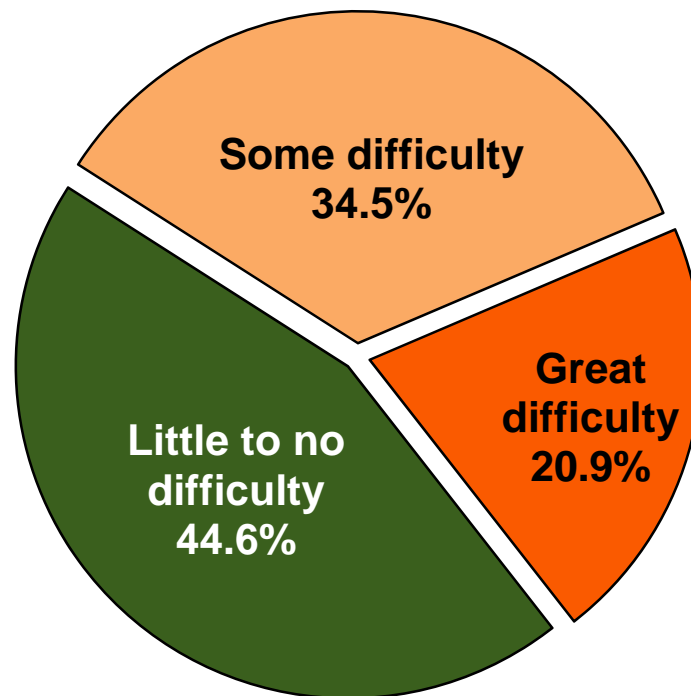
A majority of employers indicated that 75% to 100% of their employees required less than a 4-year degree as their expected level of education for employment.\*



\*Those who answered "Don't know/Refused" were taken out of this analysis.

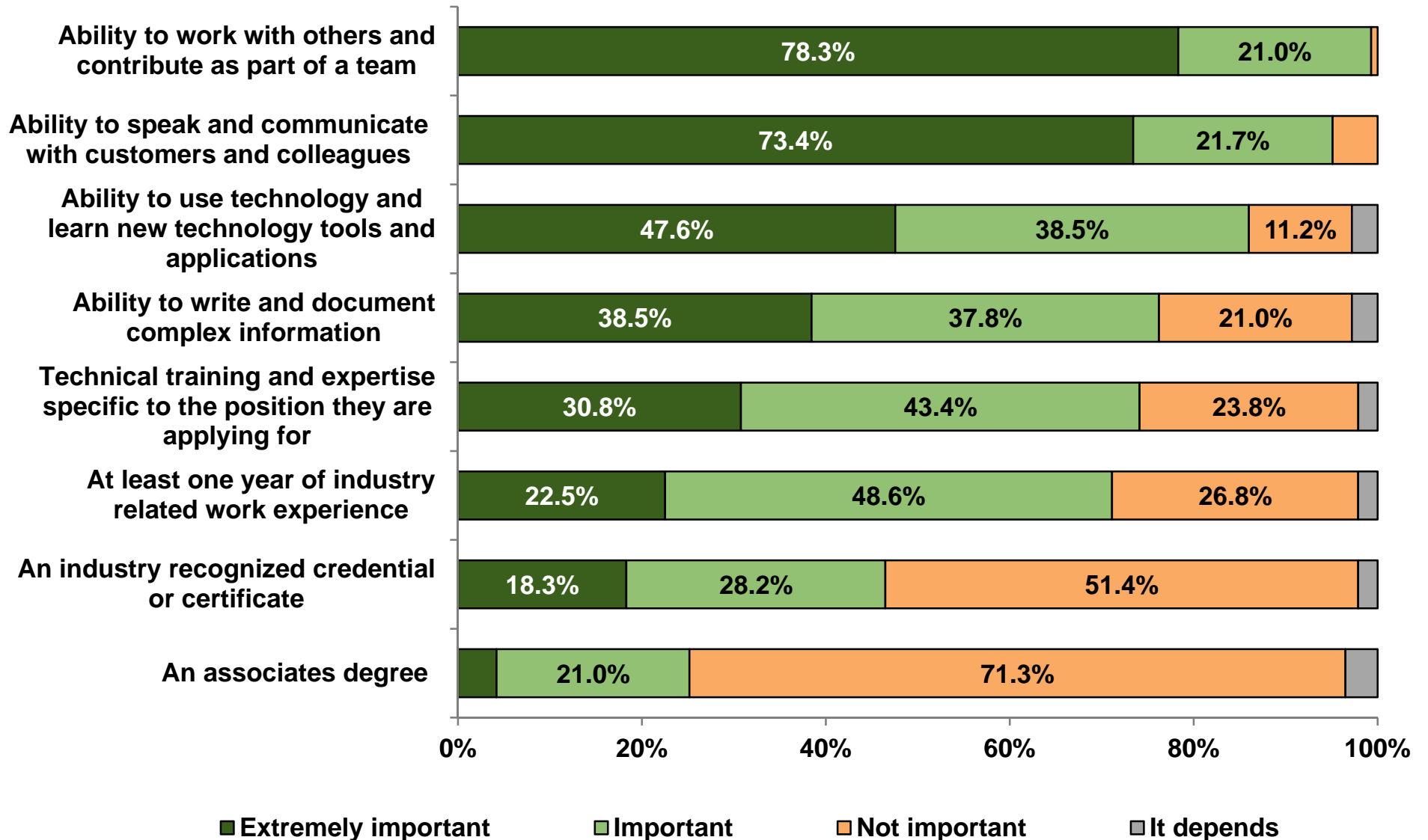
# Difficulty Finding Qualified Applicants

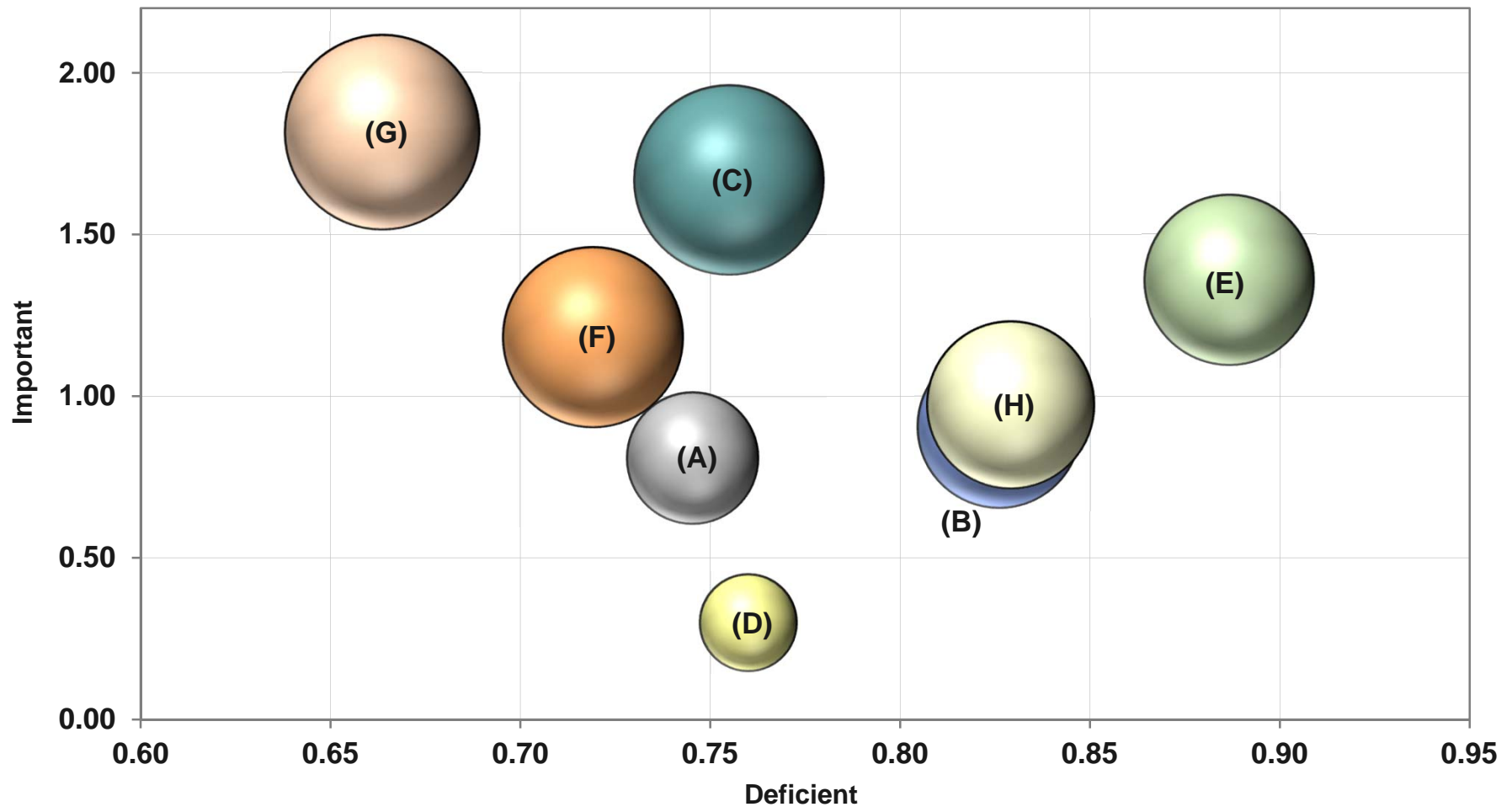
More than half of employers (55%) indicated having some or great difficulty finding qualified applicants that require less than a 4-year degree.\*



\*Those who answered "Don't know/Refused" were taken out of this analysis.

# Importance of Items when Hiring

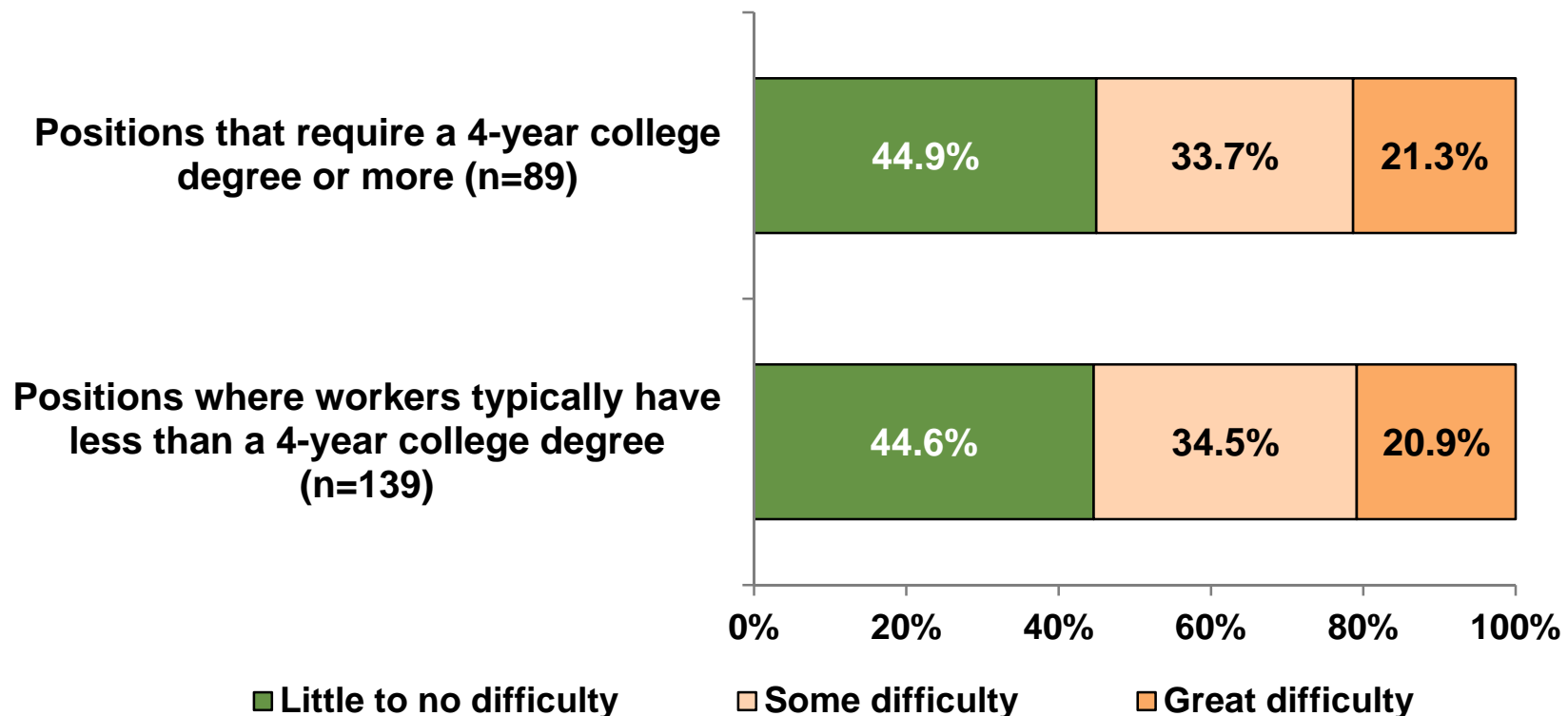




- A. An industry recognized credential or certificate
- B. At least one year of industry related work experience
- C. Ability to speak and communicate with customers and colleagues
- D. An associates degree
- E. Ability to write and document complex information
- F. Ability to use technology and learn new technology tools and applications
- G. Ability to work with others and contribute as part of a team
- H. Technical training and expertise specific to the position they are applying for

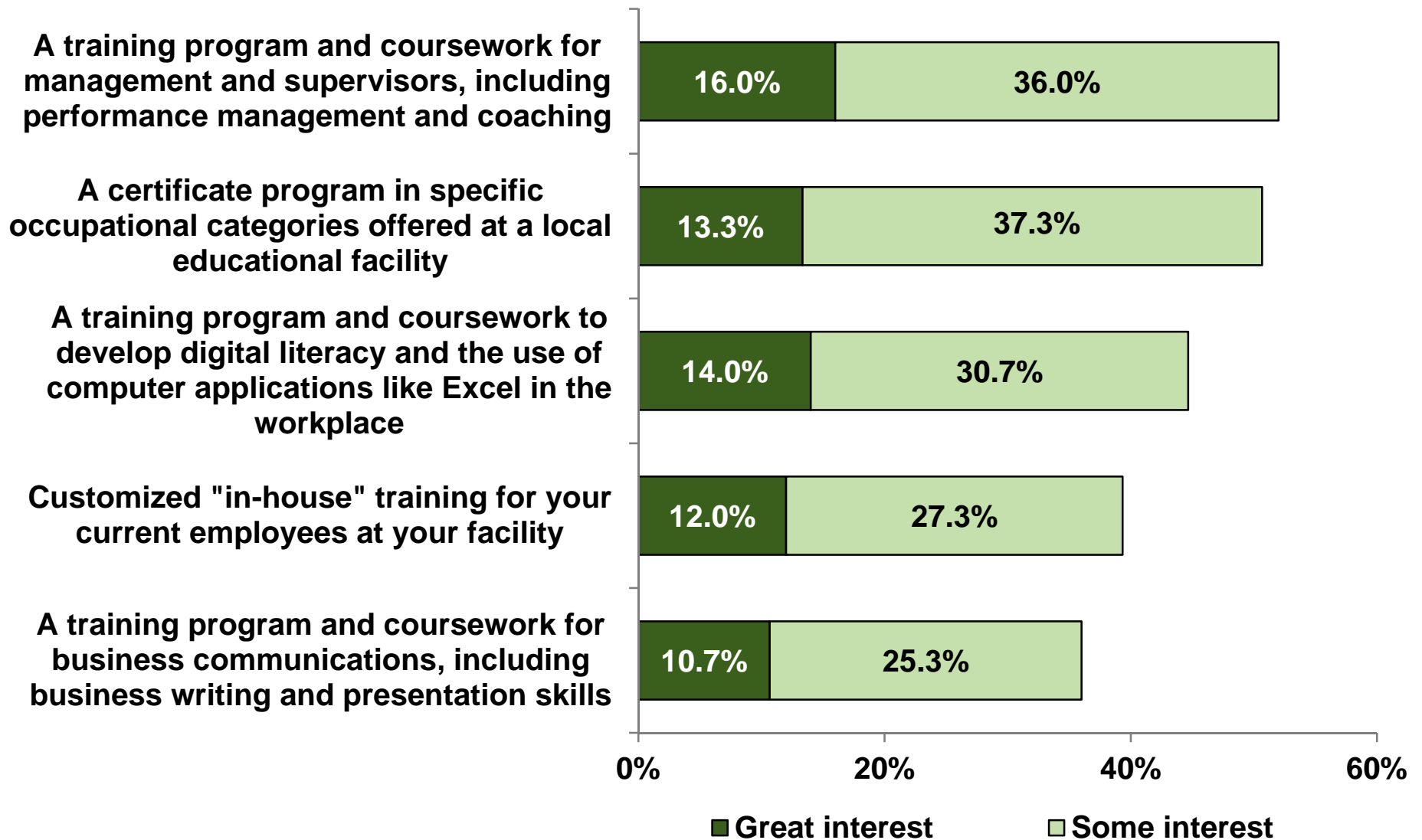
# Difficulty Finding Qualified Applicants

More than half of employers (55%) indicated having some or great difficulty finding qualified applicants that require a 4-year degree or more.\*



\*Those who answered "Don't know/ Refused" were taken out of this analysis.

# Interest in Training & Educational Programs



# Part 6

## Conclusions & Considerations



# Challenges to Regional Adult Education

1. Even in a time of double digit unemployment, regional employers are still having difficulty finding qualified job-applicants
2. For economic self-sufficiency and employment, businesses are more interested in skills (writing, technical training) than degrees.
3. The region has an above average (CA) concentration of potential students in courses for immigrants, adults with disabilities, CTE and basic skills.

# Potential Strategies for Regional A.E.

1. Identify industry cluster and occupational pathways that are relevant for adult education.  
(Demand-driven & Supply-aware)
2. Develop labor market tools that provide an annual update on changing demand for occupations and skills by industry cluster.
3. Develop and disseminate resources for students to better understand employment opportunities and skills required for success

# Resources for Regional Adult Education

1. Regional mapping that shows the concentration of potential students, by course type, and Adult Education facilities.
2. Regional career resources that connect career pathways with the skills and educational opportunities available in the region
3. A regional dashboard that identifies that changing demand for industry and occupational employment.



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