Entrepreneurship Market Background

Due to the nature of self-employment and entrepreneurship, government data sets do not allow for an exacting measure of the supply/demand gap. Students who are considering entrepreneurship may pursue work in a variety of industries and occupations. The Regional Director for Employer Engagement, Business and Entrepreneurship (B&E) for the North/Far North identified occupations in the B&E cluster in which individuals may benefit most from training focusing on an entrepreneurship mindset. Those occupations include a variety of managerial occupations including general and operations, marketing, and sales. In an attempt to quantify self-employment projections in the four-county region, employment data for General and Operations Managers are included in Findings.

Findings

• A COE project completed in January 2019 found that nearly 90% of establishments in the Far North employ fewer than ten employees.

• Eight percent of workers in the sub-region comprising Colusa, Lake, Mendocino, and Yolo counties are self-employed.

• The top 10 middle-skill occupations with the highest percentage of self-employed workers in the Colusa, Lake, Mendocino, and Yolo county sub-region, in descending order, are: o Carpenters o Childcare Workers o Farmers, Ranchers, and Other Agricultural Managers o Hairdressers, Hairstylists, and Cosmetologists o First-Line Supervisors of Retail Sales Workers o Real Estate Sales Agents o Heavy and Tractor-Trailer Truck Drivers o Automotive Service Technicians and Mechanics o First-Line Supervisors of Construction Trades and Extraction Workers o First-Line Supervisors of Non-Retail Sales Workers

• For the 4-county sub-region, there are 211 annual openings for General and Operations Managers projected through 2023. These figures indicate 8% growth.