

Memorandum

To: Maura Murabito, Dean, Career Technical Education, Cerro Coso Community College
From: Nora Seronello, Director, Center of Excellence (COE), Central Valley/Mother Lode Region
Date: March 2, 2020
Re: Program endorsement request for Certificate of Achievement Entrepreneurship

Background

Cerro Coso requested a program endorsement for an entrepreneurship certificate that will be an accompaniment to Career Education students who are interested in starting their own business. The college is partnering with the Ridgecrest Chamber of Commerce, the East Kern EDC, and KITE in support of this initiative.

Self-employment and entrepreneurship labor market information are sparsely in nature and frequently does not fit the normal guidelines in place for establishing demand. Therefore, the Central Valley/Mother Lode (CVML) Center of Excellence opted to somewhat replicate a model of establishing demand that has been adapted by the North/Far North regions.

As noted in the Far North report:

“Students who are considering entrepreneurship may pursue work in a variety of industries...”

This observation has already been incorporated into the thinking of Cerro Coso and its partners, which has been duly noted in follow up conversations and emails related to this request. Therefore, regional level demand data is provided for management positions that are entrepreneurship related in that the training is in line with the occupational knowledge, skills and abilities.

Additional occupational data is provided regarding the most in demand and/or fiscally successful occupations listed under self-employed persons in Inyo, Kern and Tulare Counties.

Further, information can be obtained from the BIW (2) and CVML GIG economy studies conducted by the Centers of Excellence. The latter will be included in the appendices of this program recommendation. The BIW (2) study contains the voices of employers regarding sought after KSAs and the GIG Economy study is the voice of self-employed workers. Together these reports provide a unique lens into what managers need or want to learn to be successful as an employee or a business owner. It is recommended that Business faculty members working on this project at Cerro Coso take the opportunity to review these reports and incorporate this information into their curriculum development process.

Findings

- Analysis of Infogroup business data revealed that 73% of establishments in Inyo, Kern and Tulare Counties and 75% in the CVML region employ fewer than ten workers.
- More than seven percent of workers in Inyo, Kern and Tulare Counties are self-employed. This percentage of self-employed workers is relatively the same as the 15-county CVML regional average (also just over seven percent).
- The top 10 middle-skill occupations with the highest percentage of self-employed workers that report a fiscally acceptable median hourly wage in Inyo, Kern and Tulare Counties are as follows:

- Farmers, ranchers and other agricultural managers - \$15.94,
 - Heavy and tractor-trailer truck drivers - \$18.49,
 - Managers (all other) - \$21.84,
 - Carpenters - \$17.07,
 - Real estate sales agents - \$27.54,
 - First-line supervisors of non-retail sales workers - \$18.77,
 - Construction managers - \$21.19,
 - First-line supervisors of construction trades and extraction workers - \$19.85,
 - Property, real estate and community association managers - \$28.74 and
 - First-line supervisors of landscaping, lawn service and groundskeeping workers - \$17.27.
- In Inyo, Kern and Tulare Counties there are 954 projected annual openings distributed across the 30 supervisor and manager community college relevant occupations with the majority being attributed to farmers, ranchers and agriculture managers; 424.
 - Awards data shows that there have been zero 0506-40 Small Business and Entrepreneurship completers from Cerro Coso and only nine average completions across the CVML region.

Findings

- Based on the prevalence of self-employment and small businesses in Inyo, Kern and Tulare Counties and across the region, coupled with the low number of Small Business and Entrepreneurship awards being conferred, it is recommended that Cerro Coso and its partners work with the region's Small Business and Entrepreneurship Regional Director, the college's advisory board and community partners, and local industry in the development of a small business and entrepreneurship certificate program.