

Memorandum

To: Darren Gurney, Business Instructor, Shasta College

Cc: Susan Wyche, Dean, Business, Agriculture, Industry, Technology, and Safety (BAITS), Shasta College
Angela Cordell, DSN, Business and Entrepreneurship, North/Far North Region

From: Sara Phillips, Director, Center of Excellence (COE), Far North region

Date: May 7, 2019

Re: Program endorsement request for Certificate of Achievement Entrepreneurship

Background

Shasta College requested a program endorsement report for a new Certificate of Achievement in Entrepreneurship. The program will focus on entrepreneurship thinking and running a small business. The local advisory committee supports the proposed certificate.

Due to the nature of self-employment and entrepreneurship, data used for traditional supply/demand gap analysis is not applicable to this request. Students who are considering entrepreneurship may pursue work in a variety of industries and occupations. The DSN for 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 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.¹
- Nine percent of workers in the 3-county Shasta College service district comprising Shasta, Tehama, and Trinity counties are self-employed. Nearly 10% of workers in the 15-county Far North region are self-employed.²
- The top 10 middle-skill occupations with the highest percentage of self-employed workers in both the Far North region and the Shasta, Tehama, and Trinity sub-region, in descending order, are:³
 - Carpenters
 - Hairdressers, Hairstylists, and Cosmetologists
 - Farmers, Ranchers, and Other Agricultural Managers
 - Childcare Workers
 - First-Line Supervisors of Retail Sales Workers
 - Real Estate Sales Agents
 - Automotive Service Technicians and Mechanics
 - First-Line Supervisors of Construction Trades and Extraction Workers
 - Heavy and Tractor-Trailer Truck Drivers
 - First-Line Supervisors of Non-Retail Sales Workers

¹ Econovue, Dun & Bradstreet, 2018.4.

² EMSI, 2019.2. Occupational self-employment totals compared to occupational employment totals.

³ EMSI, 2019.2.

- In the Far North region over the next five years, there will be 449 annual openings for General and Operations Managers. For the Shasta, Tehama, and Trinity sub-region there are 130 annual openings for General and Operations Managers projected through 2023. These figures indicate 7% growth.⁴
- Awards data shows fewer than 10 awards annually are conferred in the Far North region from the program category associated with Small Business and Entrepreneurship (TOP 0506.40).⁵

Recommendations

- Based on the prevalence of self-employment and small business in the Far North region, coupled with very few annual awards focusing on Small Business and Entrepreneurship, the COE recommends that Shasta College move forward with the proposed program.

COE Recommendation	
<input checked="" type="checkbox"/>	Move forward with program
<input type="checkbox"/>	Program is not recommended
<input type="checkbox"/>	Additional information needed

Please contact Sara Phillips, COE director, for further information at sphillips@shastacollege.edu or 530-242-7635.

⁴ Ibid.

⁵ CCCCCO Datamart, 5/7/19.