



Santa Barbara City College: School of Extended Learning

Economic and Workforce Gap Analysis for Adult Education Students



Phase II 2022 - 2023

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**[bw] RESEARCH
PARTNERSHIP**

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Executive Summary

Introduction

BW Research partnered with the Santa Barbara City College, the California Adult Education Program (CAEP) Santa Barbara Adult Education Consortium, and the School of Extended Learning (SEL) to complete a second phase of the economic, educational, and workforce profile of the Santa Barbara City College (SBCC) service region. This research will allow educational stakeholders and planner to better understand the current drivers, trends, and conditions that factor into the dynamic between current students as job applicants and regional employers as well as illuminating the interests, reservations, and aspirations of potential students in the SBCC service area.

This research seeks to achieve several objectives:

- Update the profile of the SBCC region’s underlying population and employment dynamics to better understand what and where adult education services are most needed. This update will also provide an initial examination of how the world of work in South Santa Barbara County is responding to the changes brought upon by the pandemic and its impact on employers, workers, jobseekers, and students.
- Leverage survey responses from regional employers and secondary data sources, examine the region’s industry clusters, career pathways, and employment prospects to better determine the region’s workforce needs and subsequently identify programming that will allow SEL students to achieve gainful employment in the region.
- Analyze survey data from current and potential students and highlight key areas where trainings and employer requirements are aligned and misaligned. A gap analysis further designates regions where there are high populations of potential students and relatively less access to trainings and programs.

The report is organized into several components that provide both a big picture assessment of the economic and workforce needs of the Santa Barbara City College service area as well as a more detailed examination of how the region’s resident’s, employers, and students are changing. The report is organized into the following sections.

- **Executive Summary:** This initial section includes an introduction to the study, a summary of the key findings, as well as the next steps and recommendations that came out of the research.
- **Regional Demographic Overview:** Provides a description of how the residents are changing within SBCC’s service area.
- **Regional Economic & Workforce Profile:** Examines how the economy and opportunities for employment are evolving within SBCC’s service area.

- **Regional Employer Priorities:** Describes employers within the SBCC service area, their priorities based on both their recent activities and their responses to an employer survey that was completed as part of the research.
- **Potential Student Analysis:** Describes the different populations within the SBCC service area that could benefit from programs provided by the School of Extended learning.
- **Regional Job Quality Analysis:** Details how job quality has evolved in the SBCC service area from 2016 to 2021 and what that means for living and working in the region.
- **Industry Clusters:** Examines how industry clusters in the SBCC service area have been impacted by the pandemic and identifies some of the potential career pathways within given industry clusters.

Key Findings

BW Research offers Santa Barbara City College and the School of Extended Learning the following key findings from the research.

1. **Tier 3 Jobs were hit hardest by the pandemic but have largely recovered by the end of 2022:** While jobs in the SBCC service Region have continued to increase (there were 127,000 jobs in 2021), Tier 3 jobs were impacted severely by the covid-19 pandemic. Since 2021, overall job growth has started to recover, and especially for tier 3 employment. As mentioned in the 2019 report, Tier 3 jobs often do not provide enough income for residents to live in costly locations such as Santa Barbara County. In fact, more than two Tier 3 jobs would be needed to support a family of four (one parent working, two children).
2. **Tier 1 jobs were largely not impacted by the pandemic and have continued to grow since 2016:** Tier 1 jobs have grown by about 3 percent, from 2016 to 2021, faster than either lower paying tier 2 or 3 jobs and mark a continued shift in the economic makeup of the region. An increase in Tier 1 jobs is good for economic mobility. Since 2021, tier 3 employment has surged past tier 1.
3. **An Increase in Healthcare Workers:** Healthcare workers make up a large percentage of the workforce in the SBCC service region (15,600 employees as of 2021) and continue to grow since 2016 (14,300 jobs in 2016). It should be noted that healthcare employers in the SBCC service area are more sanguine about their growth expectations in the near future, even though they also indicated difficulty finding qualified job applicants.
4. **A sizeable minority (+20,00) of ESL Students Whose First Language is not English identified in the region:** The zip code 93117 in the northern part of the SBCC service Region has the largest number (5,155) of potential ESL students as of 2021. While this has remained consistent with data collected in 2018, it seems important to note that there is a large minority of about 4,654 individuals whose first language is neither English nor Spanish. ***This includes other Indo-European languages (1,255), Asian and Pacific Island languages (3,142), and other languages***

(257). Having tools and resources to support this ESL population will be necessary when offering classes, vocational English as a Second Language (ESL), and citizenship courses.

5. **The SBCC region is largely educated and affluent, but there are pockets of poverty and economic uncertainty that are particularly challenging given the high cost of living in the area.** Overall, the SBCC region has a relatively low poverty level (15 percent), but the Northern sub-region, has a poverty level that is 21 percent higher than the national average (13 percent), which is particularly challenging for those households, given that poverty levels do not account for the high cost of living in the region, which means the number of households struggling under the current economic conditions is likely far higher than those shown through national poverty standard. Zip codes within the region, 93013, 93110, and 93111 also show a relatively high percentage of adults with low levels of literacy.
6. **Professional and Business Services as well as Finance, Insurance & Real Estate (FIRE) have grown and/or recovered through the pandemic:** These industry clusters provide average wages above \$70,000 annually and typically indicate that economic activity is increasing in the region, as they typically support the growth and expansion of current and new businesses. One of the industries that has grown fastest in the SBCC region from 2016 to 2021, especially during the pandemic, was the growth in temporary help services (Part of Professional and Business Services), which provide another indication of the tightness in the labor market.
7. **Three of four employers in the SBCC service area indicated difficulty finding qualified entry-level AND non-entry-level job applicants:** Over three in five of these employers indicated that there were not enough job applicants, another two in five indicated that the applicants they received did not have the appropriate experience or industry-specific knowledge, and over one-quarter did not have the appropriate education or certifications¹. These results indicate that there is an overall shortage in the number of available workers in SBCC service area that are applying for positions AND too often those that are applying do not have either the appropriate experience OR meet the educational requirements of the employer. It is also worth noting that more than two in five employers (42 percent) in the service area at least frequently recruit workers from outside greater Santa Barbara City. All these data points, indicate that the lack of available talent is likely hindering the region's economic recovery.
8. **Employers placed the highest level of importance on problem-solving and creative thinking skills AND social and verbal communication skills of the employable skills assessed:** These results indicate that employers place a high value on workers that can solve problems and communicate effectively with others, and employment classes, degrees, and certifications should emphasize both applied problems solving and the ability to communicate verbally not just in a written format. These two skill sets, social and verbal communication skills and problem solving were also the two most identified skills that job applicants are most often deficient in.
9. **Over one-third of employers indicated great interest in developing an apprenticeship-type program for their future employees:** Over one quarter of employers indicated great interest in courses that teach office accounting & entry-level business administration, courses that teach

¹ Please note combined results equal more than 100 percent as employers could indicate more than one reason for having difficulty finding qualified job applicants.

entry-level computer programming or coding, and sourcing and pre-screening for interns. Well over half of employers showed great or some interest in all four potential programs.

Next Steps & Recommendations

BW Research offers Santa Barbara City College (SBCC) and the School of Extended Learning (SEL) the following next steps and recommendations for SBCC's School of Extended Learning and workforce development in the region, based on BW Research's assessment of the research findings.

RECOMMENDATION #1: COMMUNICATE & PREPARE STUDENTS WITH INFORMATION TECHNOLOGY SKILLS FOR EMPLOYMENT IN NON-IT INDUSTRIES

Target AE Segments: CTE and students who are looking for new employment pathways.

Information technology occupations and skills are in-demand in the SBCC service area, particularly in industries outside of information and communication technologies. Building and design, professional and business services, and local non-profits or Community Based Organizations (CBO's) all indicated they hire computer and technology specific positions. More generally, more than two out of five (41%) employers in the SBCC service area, indicated they had a great need for employees "who can learn new software and technologies", and over one-third (36%) indicated they had a great need for employees "who have strong spreadsheet skills, using excel or comparable software". This input from local employers indicates the need to communicate the opportunities for students and jobseekers to develop their information technology skills, as they identify employment opportunities outside more traditional technology industries.

RECOMMENDATION #2: EXPAND WRITING AND COMMUNICATION SKILLS IN CURRENT EMPLOYMENT RELATED COURSES & CERTIFICATES

Target AE Segments: CTE, ESL, & students who are looking for new employment opportunities and for transferring students.

Almost half of employers (47%) in the SBCC service area indicated they had a great need for employees who can write effectively to different audiences, they also identified social and communication skills as the area that newly hired employees are most likely to be deficient in. This valuable feedback from the employer survey, tells us that local employers need job applicants that can write and communicate more effectively to a broader audience and writing and communication skills likely need to be interwoven into career training, education, and certificates. This also indicates a need for more writing skills developed across the curriculum for the SEL offerings.

RECOMMENDATION #3: IDENTIFY AND COMMUNICATE LEARN & EARN EMPLOYMENT PATHWAYS IN PROFESSIONAL & BUSINESS SERVICES, FINANCE, AND HEALTHCARE

Target AE Segments: CTE, ESL, & Basic Skills students who are looking for new employment opportunities.

Both current and potential students indicated the challenges associated with living, working, and going to school in the SBCC service area. Almost two-thirds (65%) of potential students agreed that they were concerned they would not be able to afford to keep living in the South Santa Barbara County area, and almost two-thirds (64%) again indicated it was a challenge having the money and resources needed to invest in my career goals. While students are struggling, employers in the area also indicated that their biggest hiring difficulty is just getting enough people to apply for open positions². These results indicate a need to identify opportunities for students to work in higher demand industries and occupations, while collaborating with employers to offer courses that allow them a reasonable work, school, and life balance so they can continue to expand their skills and increase their earnings capacity. Professional and business services, finance, and healthcare offer career pathways and established employers in the SBCC service area that could support this type of program.

RECOMMENDATION #4: UPDATE CAREER NAVIGATION CERTIFICATE WITH LATEST EMPLOYER PREFERENCES AND CONTINUED EMPHASIS ON NAVIGATION & FOUNDATIONAL SKILLS

Target AE Segments: CTE, ESL, & Basic Skills students who are looking for new employment opportunities.

Regional employers emphasized the importance of problem solving and critical thinking skills as well as social and verbal communication skills, but they also indicated that for positions that required less than a 4-year degree they had the most difficulty finding applicants with industry-specific knowledge. The results of the employer survey emphasize the importance of connecting within industry specific networks, the quality of your online resume, and the ability to learn new software and technologies while writing effectively to different audiences. The results of the employer survey combined with the changes in the region's industry and occupational employment should be reflected in the career navigation certificate.

RECOMMENDATION #5: DEVELOP SHORT CONVENIENT CAREER COURSES THAT INTRODUCE STUDENTS TO MULTIPLE EMPLOYMENT PATHWAYS IN MULTIPLE INDUSTRIES – GROUNDED IN FOUNDATIONAL SKILLS AND TECHNOLOGIES OF INTEREST

² 64 percent of SBCC service area employers indicated small applicant pool or just not enough people applying. See Appendix, Employer Survey, Question 13.

Target AE Segments: Potential and current students who are looking for new employment opportunities.

Over two out of every five (42%) potential students agreed they are looking for a new industry or career pathway so (they) can afford to live and work in the community and almost half (46%) said they would be very interested in courses that prepare you for a new, higher-paying career. Lastly, over two-thirds (67%) of potential students and almost half (47%) of current students indicated that it was either a considerable or somewhat of a challenge knowing which education or training programs or courses are worth investing the time and money in. This feedback from potential and current students all points to the need to provide a course or a set of courses that educates students on the combined employment and educational offerings at SBCC combined with assessments that better understand their interest and potential passion for different areas of employment, as well as the costs, both in terms of time and money required to move along different career pathways.

RECOMMENDATION #6: EXPAND AND COMMUNICATE RESOURCES FOR CAREER, HOUSING, & MENTAL HEALTH COUNSELING

Target AE Segments: All educational segments and student groups

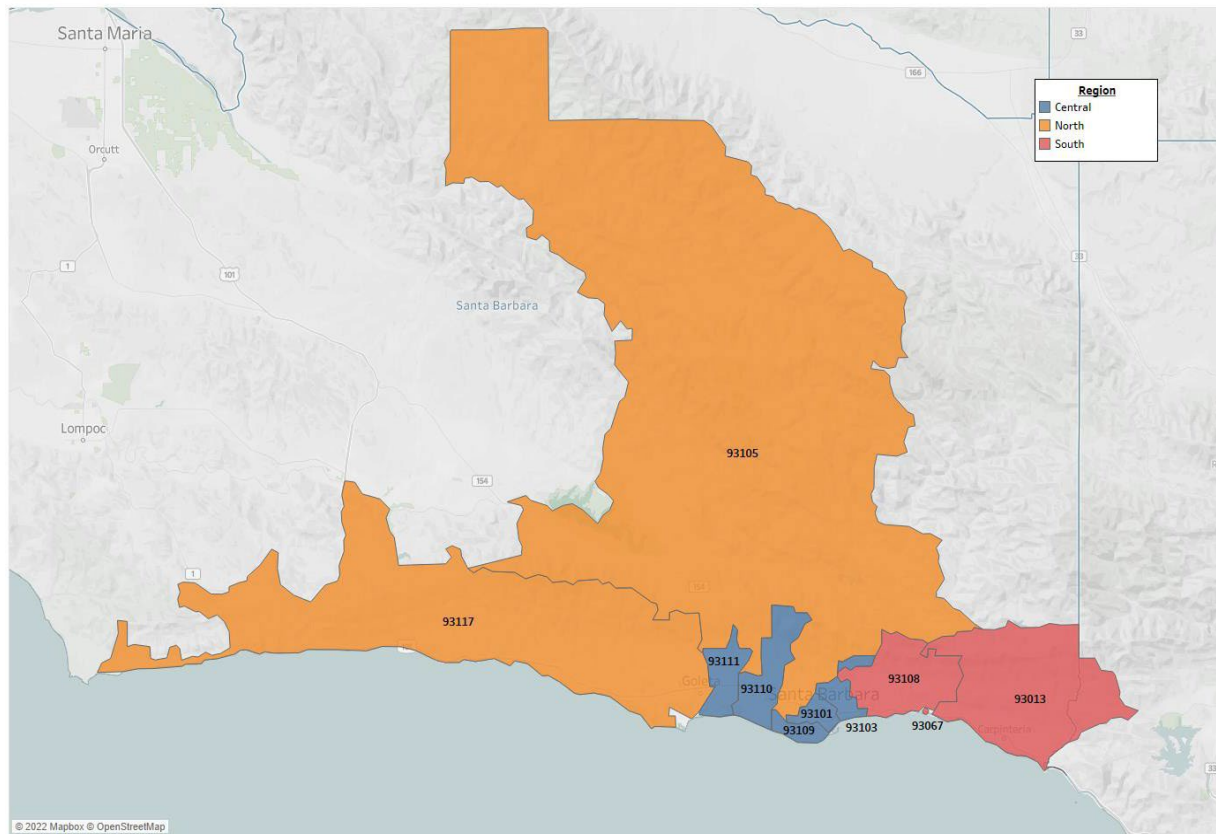
Over half of potential students (52%) indicated that they were having difficulty managing their work-life balance, over a third (37%) said that rent or cost of housing was an obstacle getting the career they wanted, and over a quarter (27%) indicated that mental health difficulties were a barrier to getting the job they wanted. Given the stigma often associated with mental health difficulties, the actual percentage impacted by this challenge could be even higher. Almost half of current students (47%) indicated that knowing which education or training programs are worth the time and money was a challenge, and disability or mental health, was the second most cited reason when current students were asked are there or has there been any other challenges or obstacles to getting the education you want. All of this input from current and potential students, speaks to the need for counseling and providing information on available resources, as they relate to careers, housing, and mental health.

RECOMMENDATION #7: CONNECT QUALITY OF LIFE COURSES WITH OPPORTUNITIES TO VOLUNTEER AND WORK IN THE COMMUNITY

Target AE Segments: Older adults and current students who are not working

Approximately two in five current students, largely sampled from the School of Extended Learning, is not currently working and over three in five are taking courses at SBCC, mainly in the SEL, to improve their quality of life. At least a portion of this population could be introduced to volunteer and work opportunities that benefit the community within the courses and programs they take at SBCC and SEL.

SBCC Service Region



North	Central	South
Goleta, Santa Barbara 93105, 93117	Santa Barbara (City) 93106, 93110, 93111, 93109, 93101, 93103	Carpinteria, Montecito, Summerland 93013, 93067, 93108

Regional Demographic Overview

Total Population

As of 2021, the SBCC service region was home to 211,204 residents. Between 2016 and 2021, the SBCC service region’s population decreased by .01 percent. (ACS)

Educational Attainment

The SBCC service region has a relatively well-educated population; 58 percent of residents over the age of 25 have a Bachelor’s degree or higher, compared to 43 percent in California and 42 percent nationally. Furthermore, the region has a smaller proportion of those who did not continue education beyond high school. 23 percent of residents in the SBCC service region have a high school diploma or less compared to 36 percent statewide and 37 percent nationally (Figure 1).

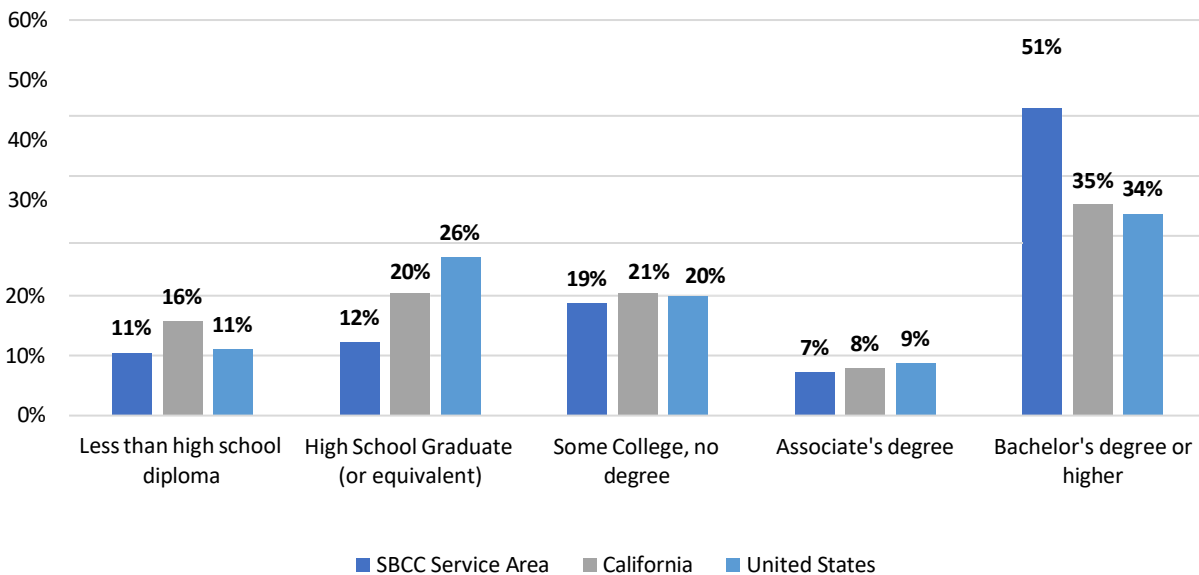
Demographic Indicators Analysis Summary

The SBCC service region has a relatively high proportion of residents with a Bachelor’s degree or higher, compared to the state and nationally. The SBCC service region population’s income distribution also skews slightly more wealthy than state and national averages, with a lower percentage earning less than \$75,000 per year. The SBCC service region also has relatively large populations of 18- to 24-year-olds and those over the age of 65.

Why is this Important?

Metrics such as population growth, educational attainment, and income distribution provide a better understanding of the region’s potential workforce and talent pipeline. These population characteristics have an impact on the regional workforce availability and help us understand where education and training resources should be focused.

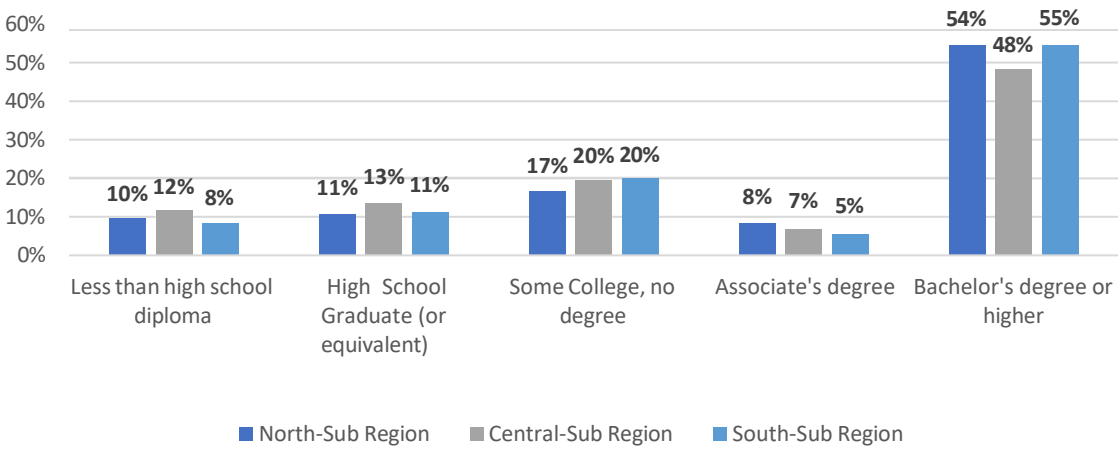
FIGURE 1. EDUCATIONAL ATTAINMENT BY REGION, 2021³



³ U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

The Central sub-region has a slightly higher proportion of residents who have a high school diploma or less (25 percent) compared to the North (21 percent) and South (19 percent) sub-regions. This variation is also apparent for those with degrees in higher education. The percentage of the population with an Bachelor's degree or higher in the North sub-region is three percentage points higher than the South sub-region and eight percentage points higher than the Central sub-region. (Figure 2)

FIGURE 2. EDUCATIONAL ATTAINMENT LEVEL IN SBCC BY SUB-REGION⁴



⁴ U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

Literacy

Literacy rates across the SBCC service region are relatively uniform. According to data provided by the University of North Carolina at Chapel Hill, the SBCC service region average literacy score is within the third quartile of the US average. Looking at sub-regions, the North and South sub-regions are both in the third quartile of the index while the Central sub-region scores just below the cusp of the third quartile. All sub-regions fall under the index’s “intermediate” score, which lies just below the highest category, which is “proficient”. The zip codes with the lowest literacy rankings are 93013 (South), 93110 (Central), and 93111 (Central). The zip code with the highest literacy score was 93106, which ranks well into the top quartile.⁵

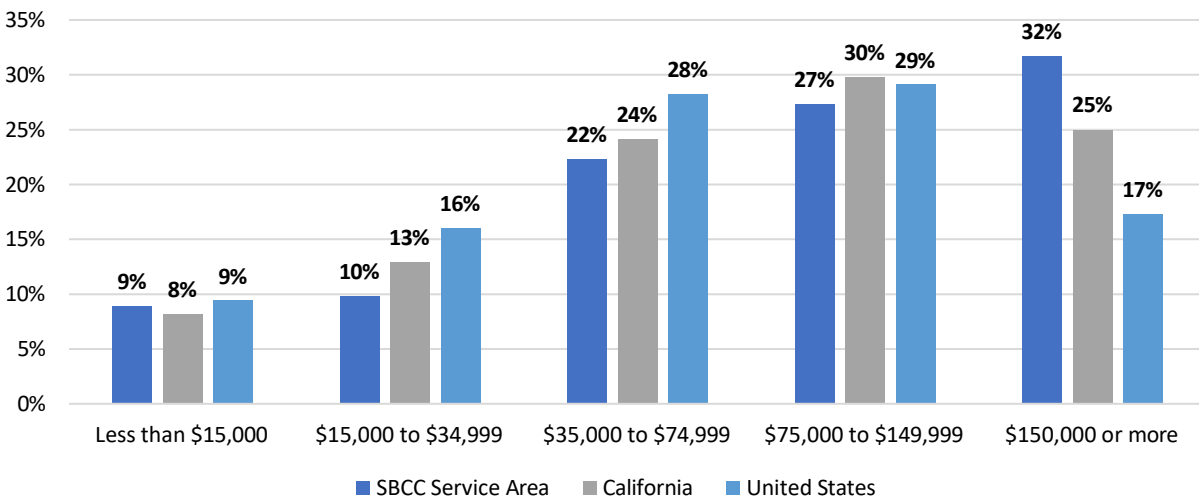
Income

The SBCC service region has a higher proportion of residents earning \$150,000 compared to state and national averages. More than half (59 percent) of those in the SBCC service region earn \$75,000 or more, while 19 percent earn less than \$35,000 per year (Figure 3).

Income

The SBCC service region has a greater proportion of higher income individuals and a lower proportion of lower income individuals than state and national averages. More than half (59 percent) of the SBCC service region earns \$75,000 or more annually.

FIGURE 3. HOUSEHOLD INCOME DISTRIBUTION, 2021⁶

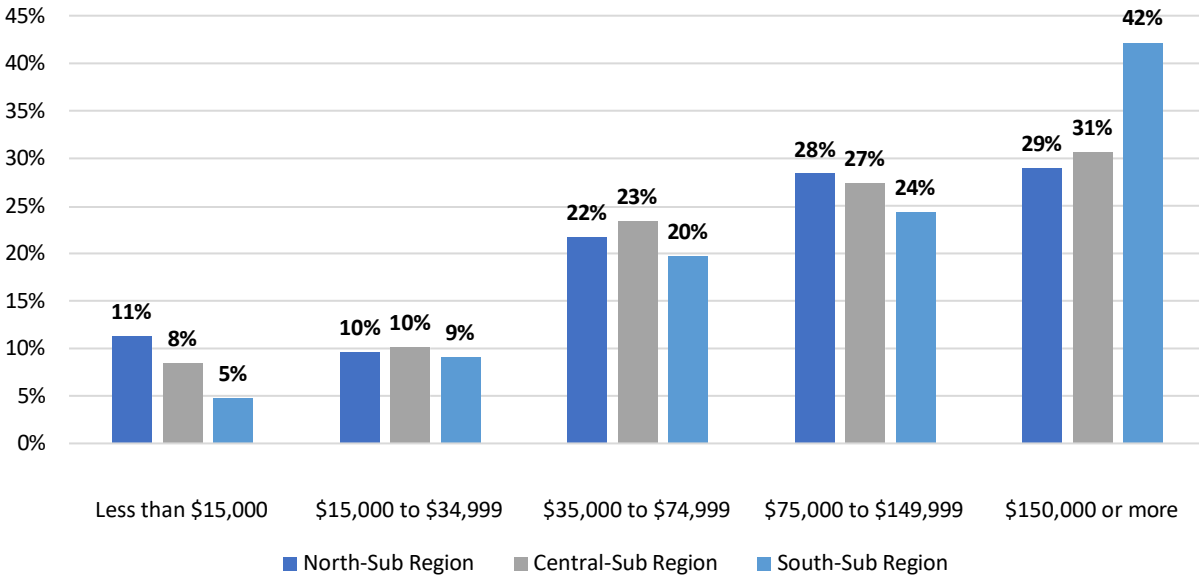


⁵ National Health Literacy Mapping to Inform Health Care Policy. Health Literacy Data Map. University of North Carolina at Chapel Hill, 2014. Web. 19 September 2018.

⁶ U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

Annual household earnings vary within the SBCC service region. The South sub-region has a high proportion of high earners; 42 percent earn \$150,000 or more annually. Conversely, the proportion of those earning less than \$35,000 annually in the North sub-region (21 percent) is 3 percentage points greater than the Central sub-region and 7 percentage points larger than the South sub-region (Figure 4).

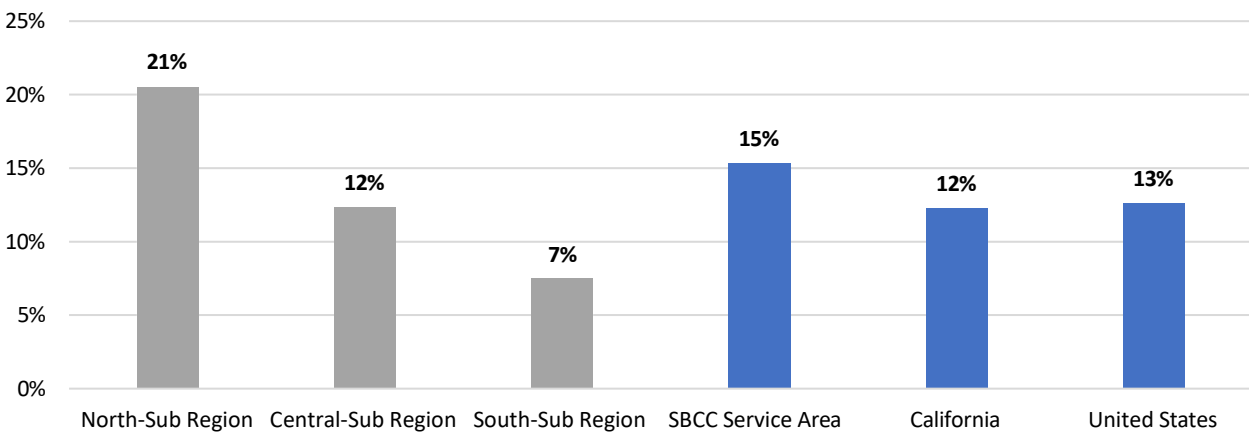
FIGURE 4. HOUSEHOLD INCOME DISTRIBUTION BY SBCC SUB-REGION, 2021⁷



Poverty

The SBCC service region on average has a higher rate of poverty (15 percent) among its residents than state (12 percent) and national averages (13 percent). The Central (12 percent) and South (7 percent) sub-regions have lower rates than the state and national averages. The North sub-region has a poverty rate of 21 percent, higher than both state and national averages (Figure 5).

FIGURE 5. POVERTY RATES IN REGION, STATE, NATIONAL AVERAGES AND SUB-REGION AVERAGES⁸



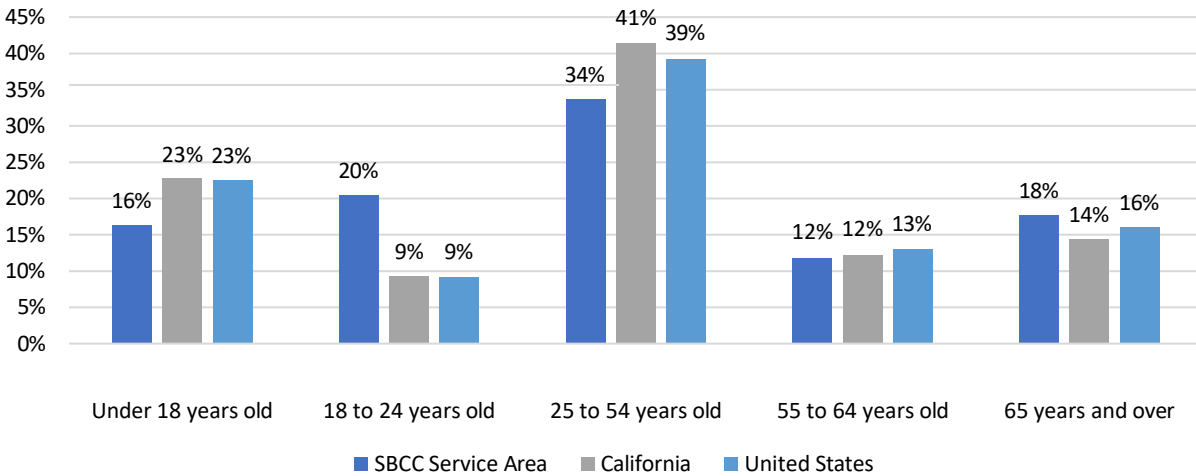
⁷ U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

⁸ U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

Age Distribution

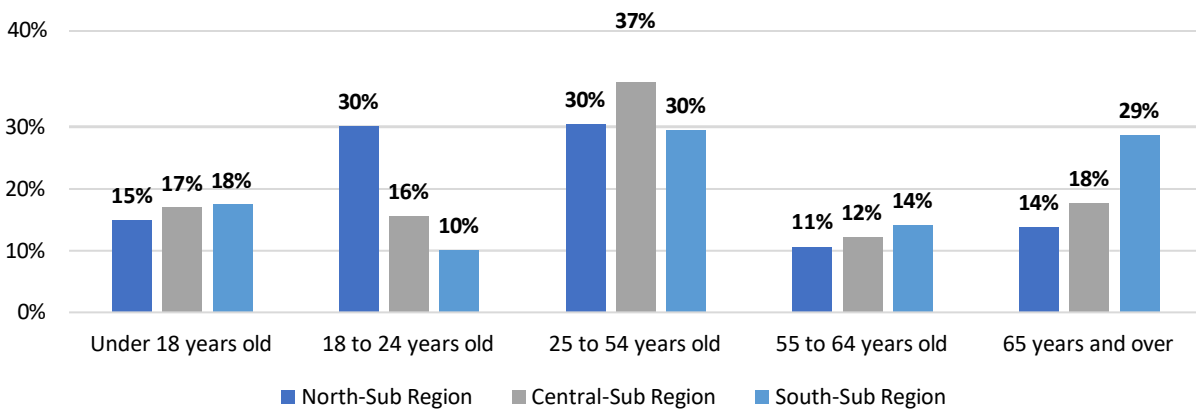
The age distribution within the SBCC service region is comparable to the national and state averages, with the exception being higher for the young adult cohort (18 to 24 years old). With the high number of education institutions in the region, the proportion of individuals between the ages of 18 and 24 (20 percent) is 11 percentage points higher than the state and national averages. The region's population over the age of 65 is also 2-4 percentage points above the state and national averages (Figure 6).

FIGURE 6. AGE DISTRIBUTION OF REGIONS, 2021⁹



The North sub-region of the SBCC service area has the highest proportion of its residents (30 percent) that are between 18 to 24 years old. The largest proportion of the Central sub-region residents are between 25 to 54 years old (37 percent), seven percentage points higher than the north and south sub-regions. While in the South sub-region, the largest proportion of residents are 65 years and over (29 percent), 11-15 percentage points higher than the Central and North sub-regions. (Figure 7)

FIGURE 7. AGE DISTRIBUTIONS OF SBCC SUB-REGIONS, 2021¹⁰



¹⁰ U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

¹⁰ U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

Regional Economic & Workforce Profile

Overall Employment

In 2022, there were approximately 133,000 jobs within the Santa Barbara City College (SBCC) service region. Since 2010, employment in the region has increased by about 20 percent, while the state has grown by 22 percent and the nation by 15 percent (Figure 8). The 2022 average annual wage across the SBCC region was \$68,536 which is higher than the national (\$68,132) and less than the statewide average (\$83,734 per year).

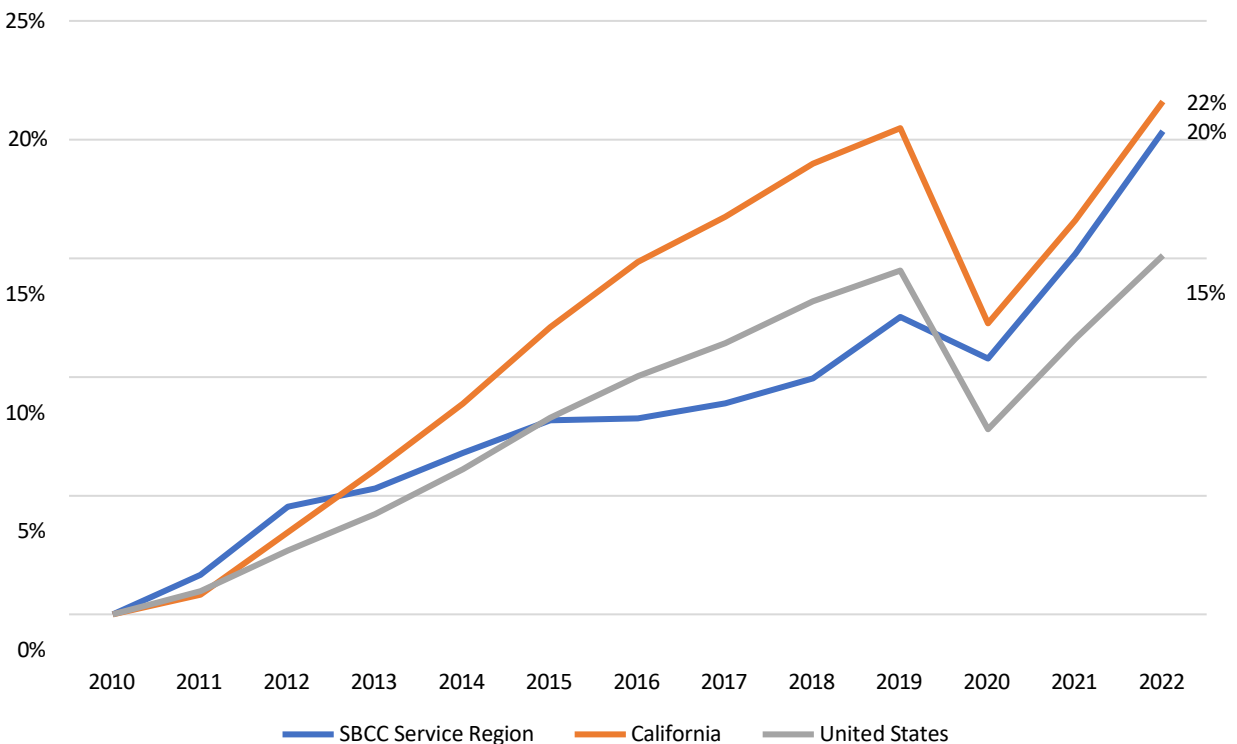
Economic Profile Analysis Summary

With a total of 133,000 **jobs** in 2022, the Santa Barbara City College service region has grown at a **faster rate** than the national average. The SBCC region has wages that exceed the national average and below the state average.

Why is this Important?

Overall employment growth is a general indicator of the economic health of a region. Understanding the region's employment trends can help support efforts to effectively grow the economy.

FIGURE 8. TOTAL EMPLOYMENT GROWTH, 2010-2022¹¹



¹⁵2022 Data. JobsEQ

Unemployment

The 2021 annual average unemployment rate in the SBCC service region was 6.0 percent, higher than the national unemployment rate (5.5 percent) and lower than the state rate (6.5 percent).¹²

Why is this Important?

The unemployment rate is another way to measure the economic health of a region. A low unemployment rate is a sign of a tight labor market, which means there may be more job opportunities than available workforce and greater competition for talent among firms.

Region	Labor Force Participation Rate	In labor force - Employed	Unemployment Rate
SBCC region	62.7% ¹³	94.0% ¹⁴	5.6% ¹⁵

Workforce Profile

RESIDENT WORKFORCE VS. LOCAL WORKFORCE

The SBCC service area labor force is made up of those individuals that are 16 years and older that live in the SBCC region and are either working or actively looking for work.

In this workforce analysis, the research team assessed how the region’s workforce, those that live in the region and are willing to work, intersects with the local availability of jobs in the region. To do so, the research team compared the number of people in the resident labor force to the number of local jobs in the same occupational clusters.

The SBCC region is a **net-exporter of workers in the management, business, science, and arts occupations**, with fewer jobs than people in the resident workforce, meaning that many workers in these occupations must leave the SBCC region to go to work. The SBCC region is a **net importer of workers in service occupations, sales and office occupations, natural resources, construction and maintenance occupations, and production, transportation, and material moving occupations**. The SBCC region is a net exporter of higher-paying occupations and a net importer of lower-paying occupations.

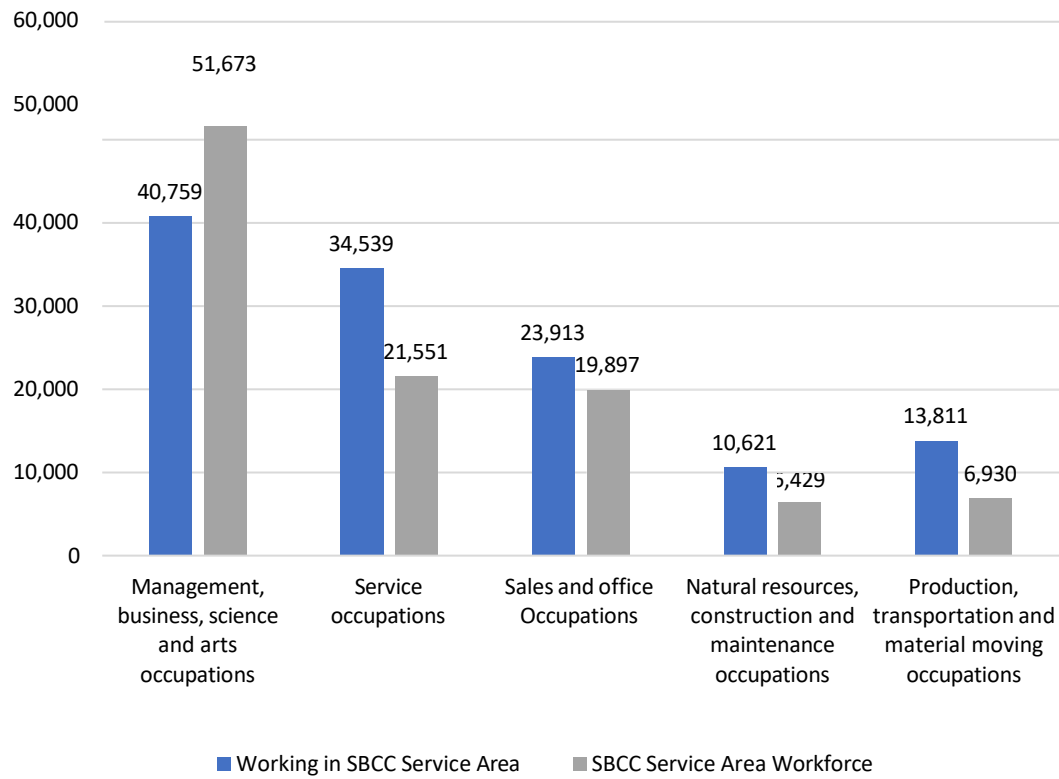
¹² U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

¹³ 2022 Data. JobsEQ

¹⁴ U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

¹⁵ 2022 Data. JobsEQ

FIGURE 9. SBCC SERVICE AREA WORKFORCE¹⁶ VS WORKING IN SBCC SERVICE AREA, 2021¹⁷



¹⁶ U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates
¹⁷ 2021 Data. JobsEQ

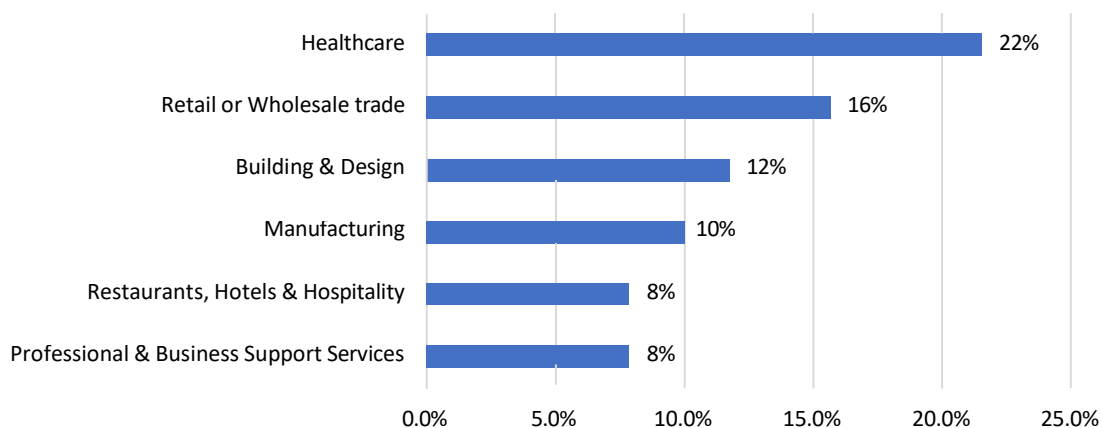
Regional Employer Priorities

The following section highlights the primary themes and suggestions uncovered through an online survey conducted with employers in Santa Barbara County in the summer of 2022. These findings reveal several challenges and opportunities for both regional employers and SBCC in its workforce and economic development planning.

Employer Profile

Nearly 43 percent of employers in Santa Barbara County reported that employment at their organization increased over the last three years. Of these employers, over a fifth (22 percent) are in the healthcare industry, 16 percent are in the retail or wholesale trade industry, 12 percent are in building and design, and a tenth or less are in the manufacturing, restaurants, hotels, and hospitality, and professional and business support services industries.

FIGURE 10. EMPLOYERS REPORTING EMPLOYMENT GROWTH OVER THE PAST THREE YEARS BY INDUSTRY

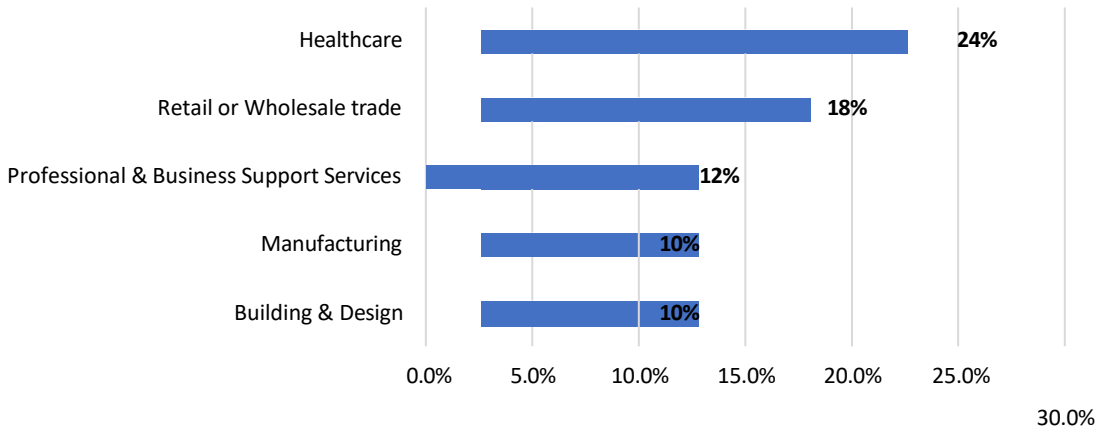


Looking ahead, 42 percent of regional employers indicated that they expect their business to have more full-time and part-time permanent employees in the next 12 months. These regional employers are projected to increase their employment by 4 percent in the next year.¹⁸

Regional employers expecting their employment to grow in the next year tend to be in the same industries as employers reporting employment growth over the past three years. The industries with the greatest number of employers reporting employment growth—both in the last three years and in the next 12 months—are healthcare, retail or wholesale trade, professional and business support services, manufacturing, and building and design.

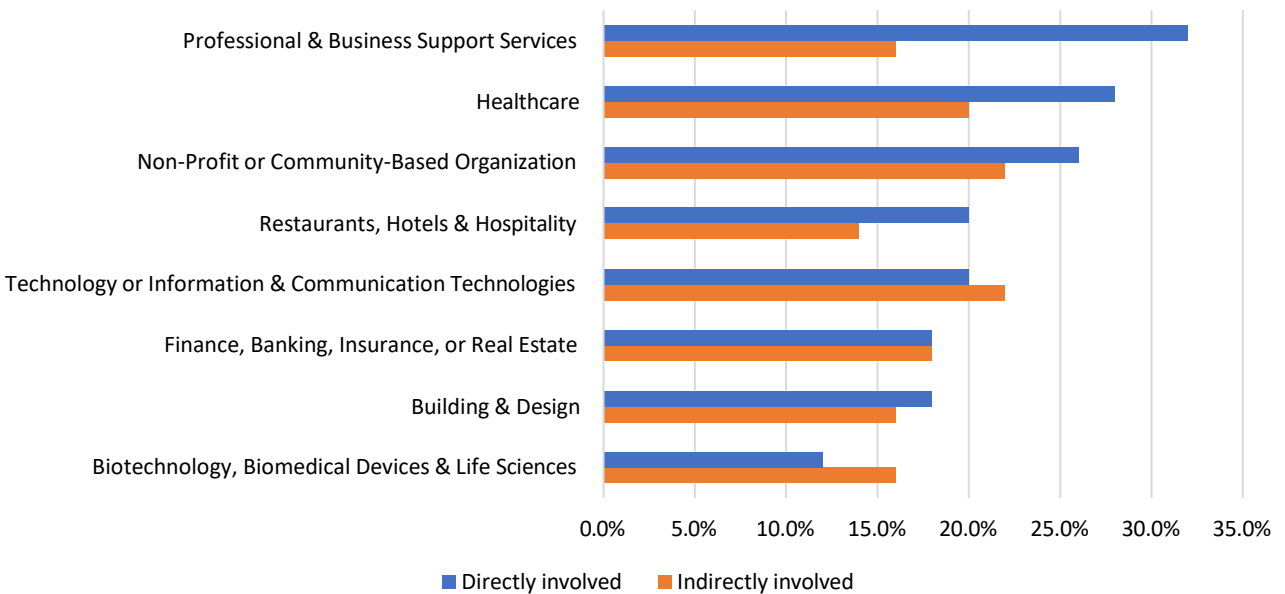
¹⁸ This calculation is based on the number of employees respondents expected to lose or gain in the next 12 months.

FIGURE 11. EMPLOYERS EXPECTING EMPLOYMENT GROWTH IN THE NEXT 12 MONTHS BY INDUSTRY



Santa Barbara County is a connected employment community—many regional employers indicated being directly or indirectly involved with multiple industries. Figure 12 represents the respondents expecting their employment to grow in the next 12 months by the industries their organizations are directly and indirectly involved in. When both direct and indirect industry involvement is considered, industries with the greatest number of employers expecting employment growth within the next 12 months changes.

FIGURE 12. REGIONAL EMPLOYERS EXPECTING EMPLOYMENT GROWTH IN THE NEXT 12 MONTHS BY INDUSTRY (DIRECT AND INDIRECT)



Employment Challenges

Nearly three in four (74.8 percent) surveyed employers hiring in the last 12 months reported overall difficulty finding qualified entry-level applicants.¹⁹ Similarly, three in four (75.7 percent) surveyed employers hiring in the last 12 months had overall difficulty finding qualified non-entry-level applicants.²⁰

The most cited reasons for this reported hiring difficulty were a small applicant pool (cited by 64 percent of employers), applicants lacking the appropriate experience or industry-specific knowledge (cited by 37 percent of employers), and applicants not having the appropriate education or certifications (cited by 28 percent of employers). Lack of technical skills and non-technical skills (e.g., problem-solving, critical thinking, communication, teamwork, etc.) were the least cited reasons for hiring difficulty, at 9 percent and 16 percent, respectively.

Many employers within Santa Barbara County regularly look to individuals outside greater Santa Barbara City²¹ when recruiting for a position at their organization. Almost 23 percent of surveyed employers almost or almost always recruit individuals from outside of greater Santa Barbara City.²² Over 19 percent reported frequently recruiting workers from outside greater Santa Barbara City.²³

Almost 47 percent of regional employers indicated that their organization has a great need for employees who can write effectively to different audiences, 41 percent had a great need for employees who can learn new software and technologies, and nearly 36 percent had a great need for employees who have strong spreadsheet skills using Excel or comparable software.

When asked the top three skills that new hires frequently lack or are deficient in, over 36 percent of employers cited social and communication skills. Over 27 percent indicated that new hires lack problem solving and critical thinking skills. Technical skills and work ethic and punctuality were both referenced by 24 percent of employers as skills frequently lacked by new hires.

The important and difficulty matrix in Figure 13 maps different qualifications by their importance for positions that require less than a 4-year college degree as well as how difficult it is to find applicants with those qualifications. Qualifications farther to the right were deemed more important and qualifications closer to the top of the matrix were deemed more difficult to find by the surveyed employers.

Employers indicated that non-technical qualifications were most important for employees in a position that requires less than a 4-year college degree; problem-solving and critical thinking skills as well as social and verbal communication skills were deemed the most important qualifications, while educational degrees and certifications were the least important qualifications. Educational degrees and

¹⁹ Overall difficulty is calculated by summing the 27.7 percent of employers who reported that hiring a qualified entry-level candidate was very difficult and the 47.1 percent that reported it was somewhat difficult.

²⁰ Overall difficulty is calculated by summing the 34.5 percent of employers who reported that hiring a qualified non-entry-level candidate was very difficult and the 41.2 percent that reported it was somewhat difficult.

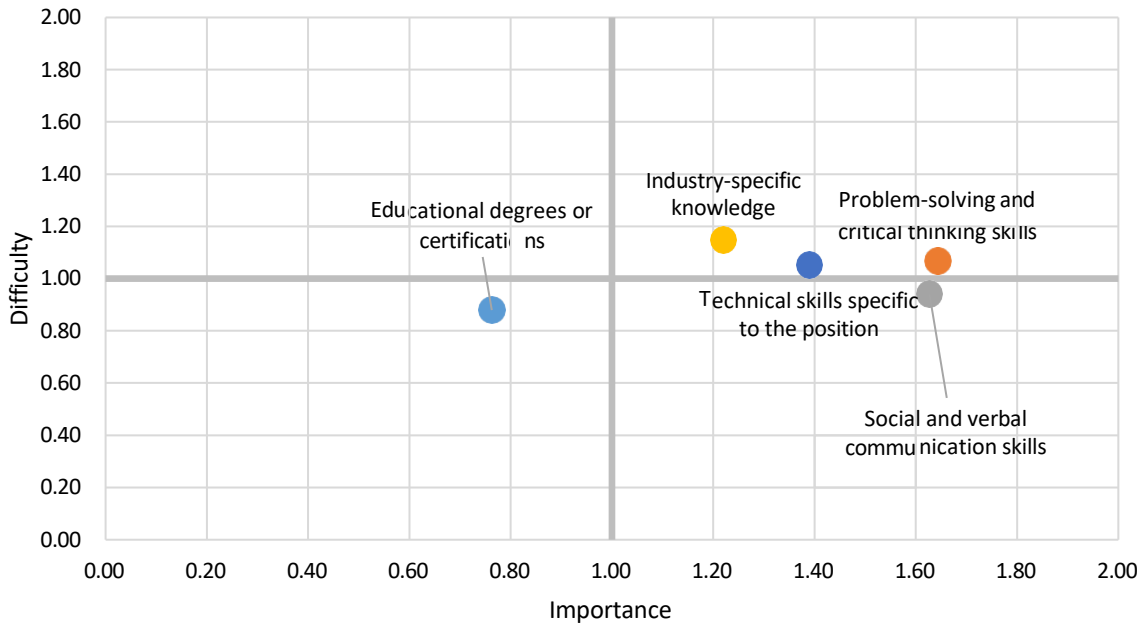
²¹ Greater Santa Barbara City is defined as the area from Goleta to Carpinteria.

²² "Always or almost always" is defined as recruiting individuals from outside of greater Santa Barbara City 75 to 100 percent of the time.

²³ "Frequently" is defined as recruiting individuals from outside of greater Santa Barbara City 50 to 74 percent of the time.

certifications were also seen by employers as the least difficult qualification to find in an applicant, while industry-specific knowledge was deemed the most difficult. There is less variability in the level of difficulty in finding applicants with these qualifications, however, meaning respondents indicated industry-specific knowledge is not much more difficult to find in an applicant than educational degrees or certifications.

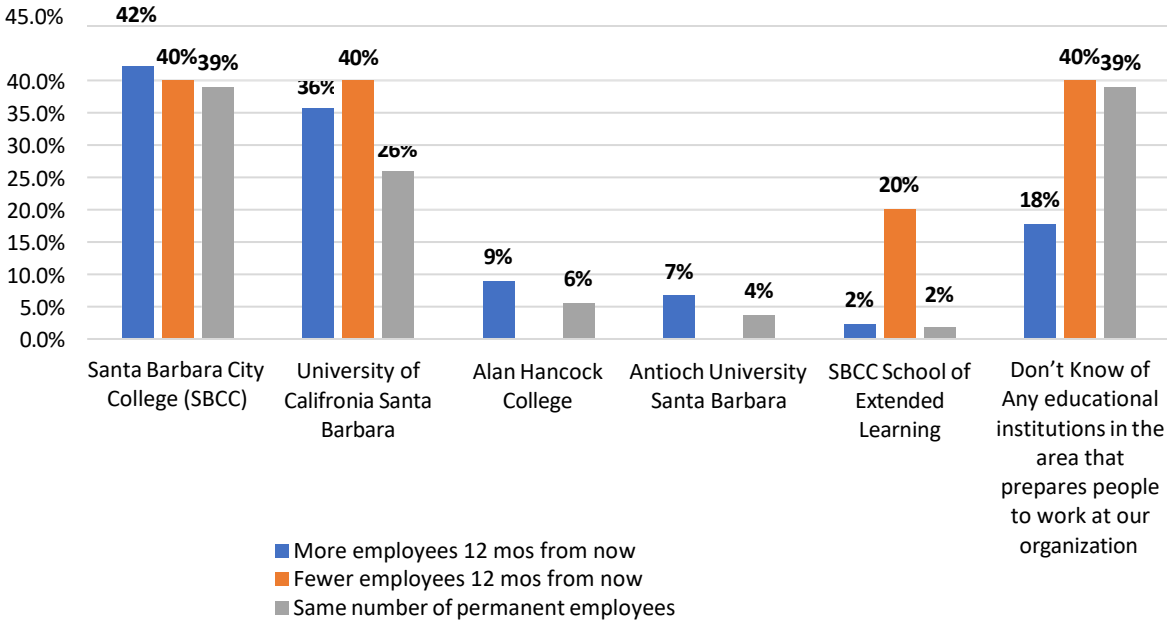
FIGURE 13. IMPORTANCE AND DIFFICULTY MATRIX



Opportunities for Support

Increasing awareness of SBCC is critical in creating a pipeline between SBCC students and employers in need of more workers. About 82 percent of employers expecting employment growth knew of educational institutions in the area that prepares people to work at their organization. While 42 percent of employers expecting to hire new employees in the next 12 months were aware of the SBCC, only 2 percent of these employers knew of the SBCC School of Extended Learning as an institution that prepares workers to work at an organization like theirs. (Figure 14)

FIGURE 14. EMPLOYERS' AWARENESS OF EDUCATIONAL INSTITUTIONS THAT PREPARE WORKERS FOR AN ORGANIZATION LIKE THEIRS



The tools and approaches most regularly used by employers for recruiting and hiring new workers are word-of-mouth references, getting resumes from online job boards, and gathering resumes from their website. Over 62 percent of employers surveyed regularly use word-of-mouth references from partners and current employees to find new employees. Over 52 percent of employers regularly get resumes from online job boards, and 45 percent regularly gather resumes from their organization’s website or in person. Only about one third (34 percent) of employers reported regularly finding candidates from local schools, universities, or training and educational partners.

Training, educational services, and certificate programs are a key component in preparing students for employment and may aid in easing employers’ hiring difficulty. Regional employers indicated a strong interest in apprenticeship-type programs to prepare their future employees for work in their industry; over 36 percent of regional employers indicated a “great interest” and 42 percent had “some interest”. Courses that teach office accounting and entry-level business administration skills received similar levels of interest; about 30 percent had “great interest” and 44 percent had “some interest” in these courses. Employers were not as strongly interested in sourcing and pre-screening for interns, with only about 26 percent of respondents “very interested”. Over 41 percent of employers expressed “some interest” in sourcing pre-screening, however. Courses that teach entry-level programming or coding garnered the least interest from employers in Santa Barbara County, with 28 percent expressing “great interest”, 28 percent expressing “some interest”, and over 40 percent expressing “no interest”.

Potential Student Analysis

The potential Santa Barbara City College (SBCC) student population is delineated into six categories:

Students Needing Elementary & Secondary Basic Skills

These potential students have less than a high school diploma (or high school equivalency). Adult education courses targeting these students are meant to build a solid foundation of vocabulary, reading, and writing skills, and/or assist students in completing their high school diploma or equivalency.

Older Worker

These potential students include working (i.e. in the labor force) population 55 years or older who are either employed or unemployed. Adult education courses help older workers acquire and develop skills that are important for career transitions and/or job market competitiveness.

English as Second Language (ESL)

This includes population 18 years and older who speak English “less than very well.” Adult education courses targeting this population will offer classes for adult English language learners, vocational English as a Second Language (ESL), and citizenship courses.

Career & Technical Education (CTE):

These adult education courses are meant to provide specific training and education to expand and improve employment opportunities, to assist students in completing their college degree, or to help them move into a career pathway.

Adult with Disabilities

Includes the population 18 to 64 years old with a verified disability such as: hearing, vision, or cognitive disability, self-care difficulty, or independent living difficulty. Adult education courses targeting this population offer services and programs that are meant to support educational goals and increase independence.

Parents of Pre-Kindergarten Age Children (6 years or younger)

These potential students are parents of young children who may struggle with the constant demands of raising young children. These courses will help new parents mitigate these challenges.

The following population segments were selected for further emphasis as the need for courses and programs is important.

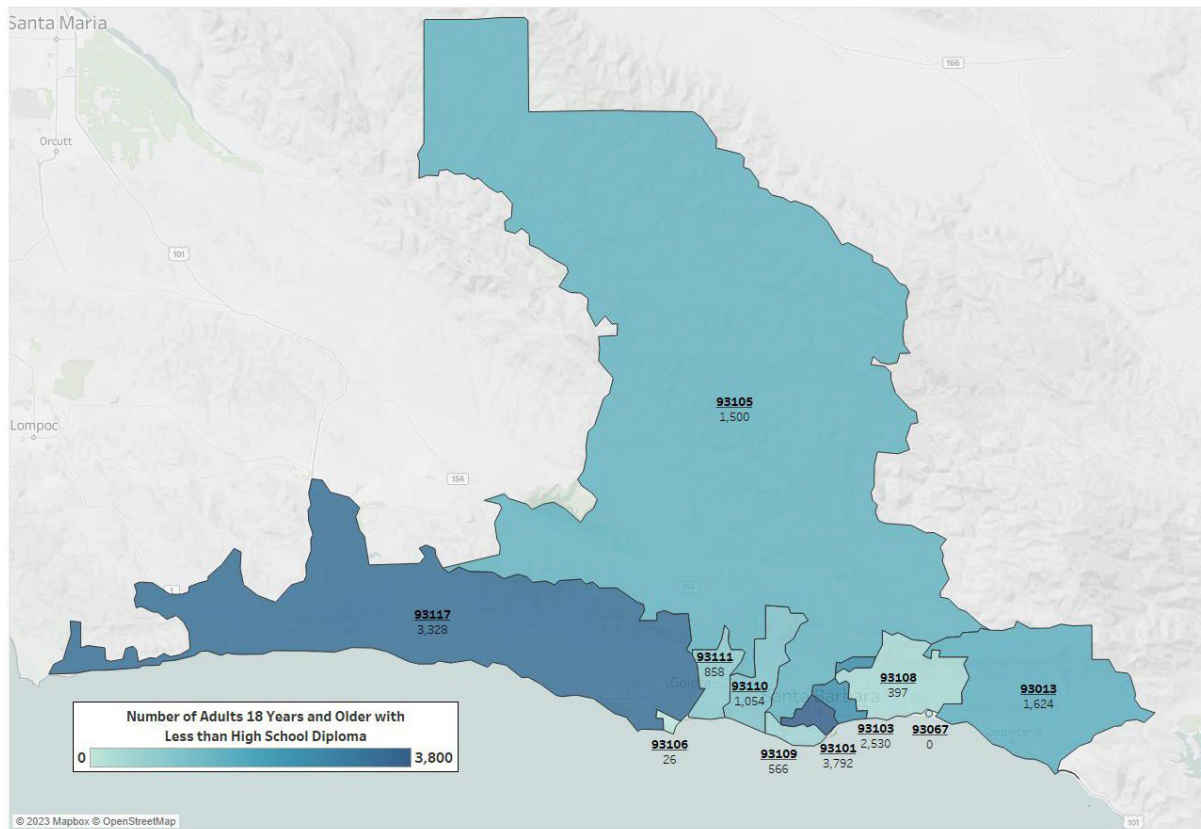
1. Students with Elementary & Secondary Basic Skills:

These students are categorized as having less than a high school diploma. Adult education programs (offered at SBCC) can support by building a solid foundation for reading and writing skills. The zip code 93101, in the Central sub-region, has the greatest number of individuals who have less than a high school diploma (3,792). The 93101 zip code also has the highest number of individuals with an educational attainment less than the 9th grade (2,184). (Figure 14).

Why is this Important?

Adult schools and community colleges in the different sub-regions should develop classes and programs that respond to the needs and characteristics of its adult population. Looking at different population sectors and understanding where they are located geographically can help schools develop programs and classes that better fit students' needs.

FIGURE 15. SBCC POPULATION WHICH HAS ATTAINED LESS THAN A HIGH SCHOOL DIPLOMA OR EQUIVALENT²⁴

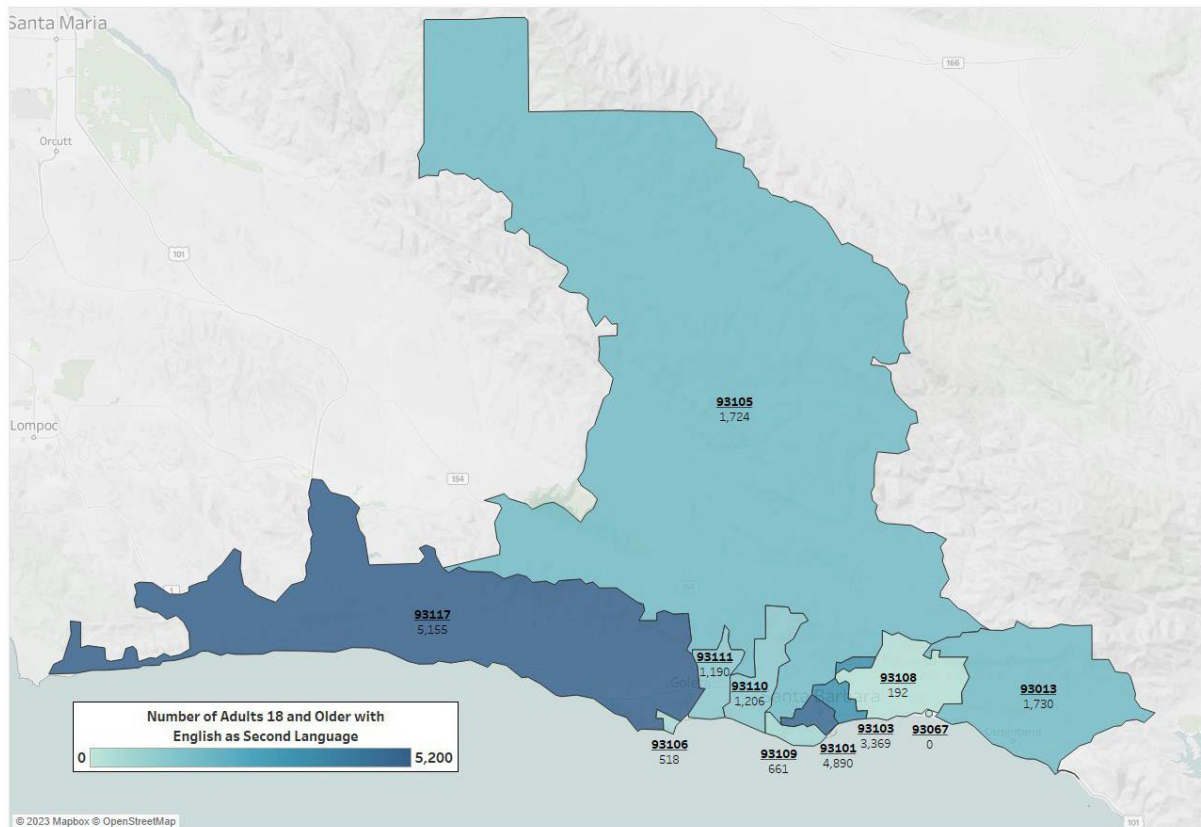


²⁴ Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

2. English as a Second Language (ESL):

This includes the population 18 years and older who speak English “less than very well.” Offering classes for adult English language learners is crucial for this population. The three zip codes with the largest number of potential students who speak English less than “very well” are all located in the north and central-sub-regions. The zip code 93117 has the largest number (5,155) of potential ESL students, followed by 93101 (4,890) and 93103 (3,369). (Figure 15)

FIGURE 16. SBCC POPULATION 18 YEARS AND OLDER WHICH SPEAKS ENGLISH LESS THAN “VERY WELL”²⁵

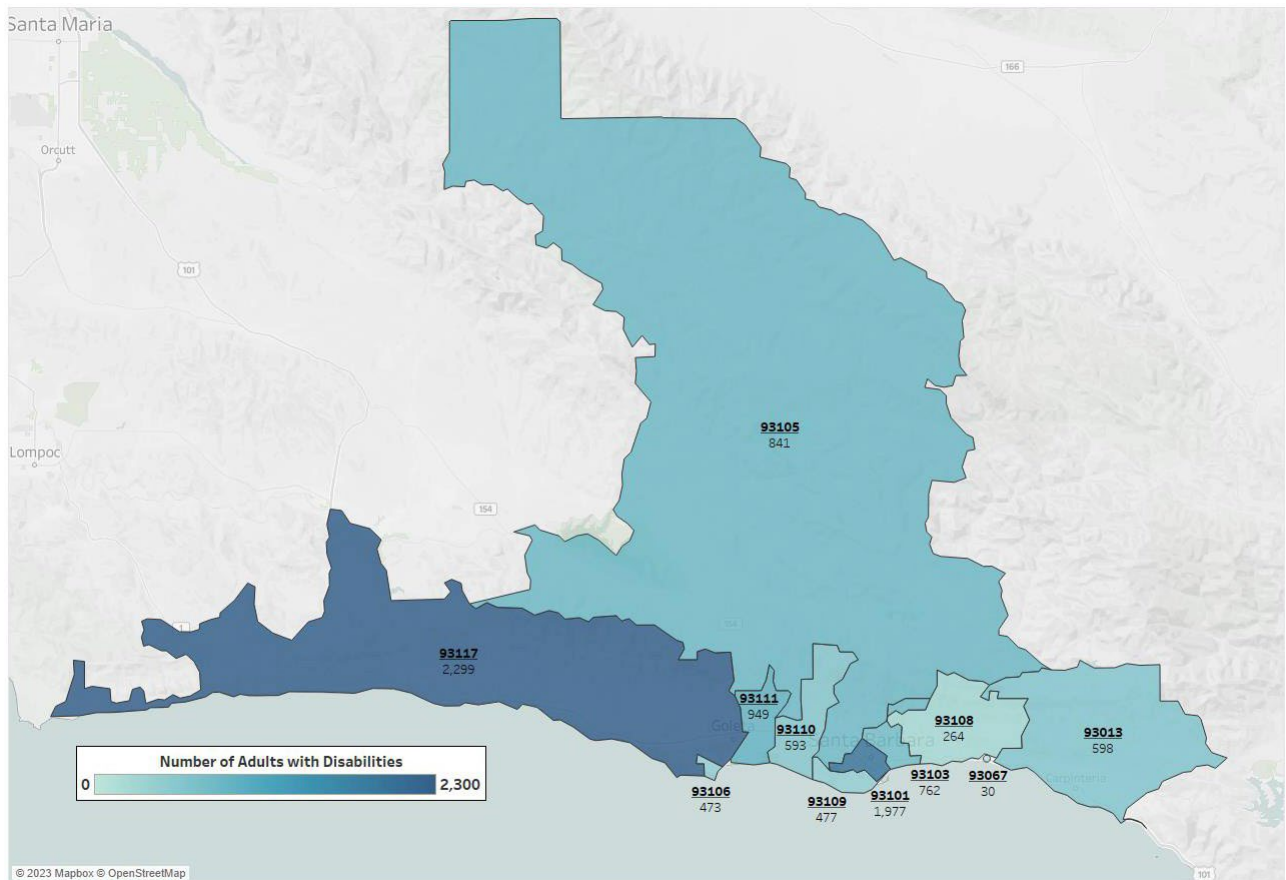


²⁵ Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

3. Adults with a Disability

This includes adults, 18 to 64 years old, who have a verified disability. These disabilities include hearing vision, cognitive disability, self-care disability, or independent living disability. There is a large population of adults (9,263) in the SBCC service region with a disability. In the SBCC service region, the zip code 93117 has the largest population with a disability (2,299). The zip code 93101 also has a large population with a disability (1,977). (Figure 17)

FIGURE 17. SBCC POPULATION (AGES 18-64) THAT IS DISABLED²⁶

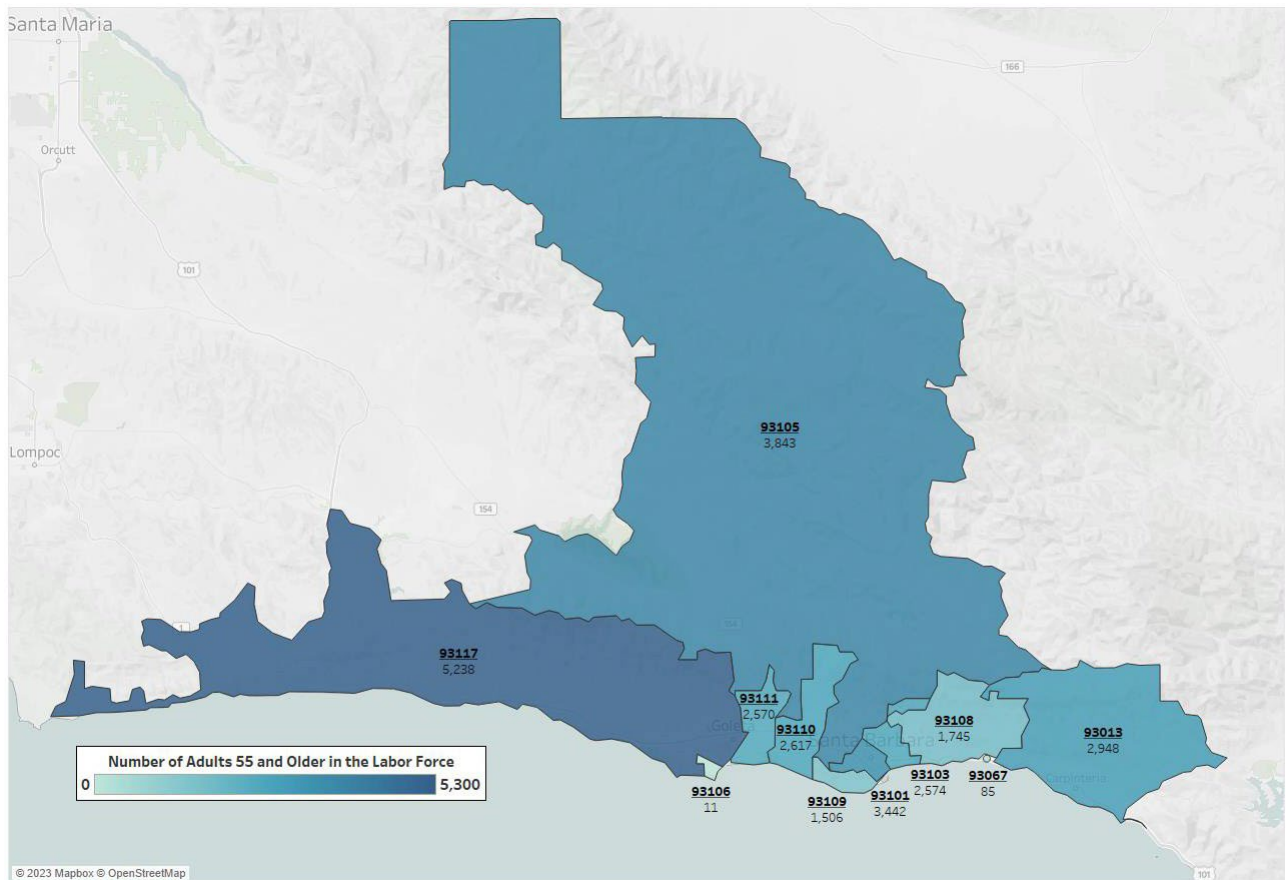


²⁶ Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

4. Older Workers

This demographic represents potential students in the labor force (55 years and over), who are either employed or unemployed. Adult education courses help older workers develop skills that are beneficial for competitiveness in the job market. The zip codes with the largest population of adults 55 or older who are still in the workforce are 93117 (5,238) and 93105 (3,843). (Figure 18)

FIGURE 18. SBCC POPULATION THAT IS 55 YEARS OR OLDER, IN THE LABOR FORCE (BOTH EMPLOYED AND UNEMPLOYED)²⁷



²⁷ Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

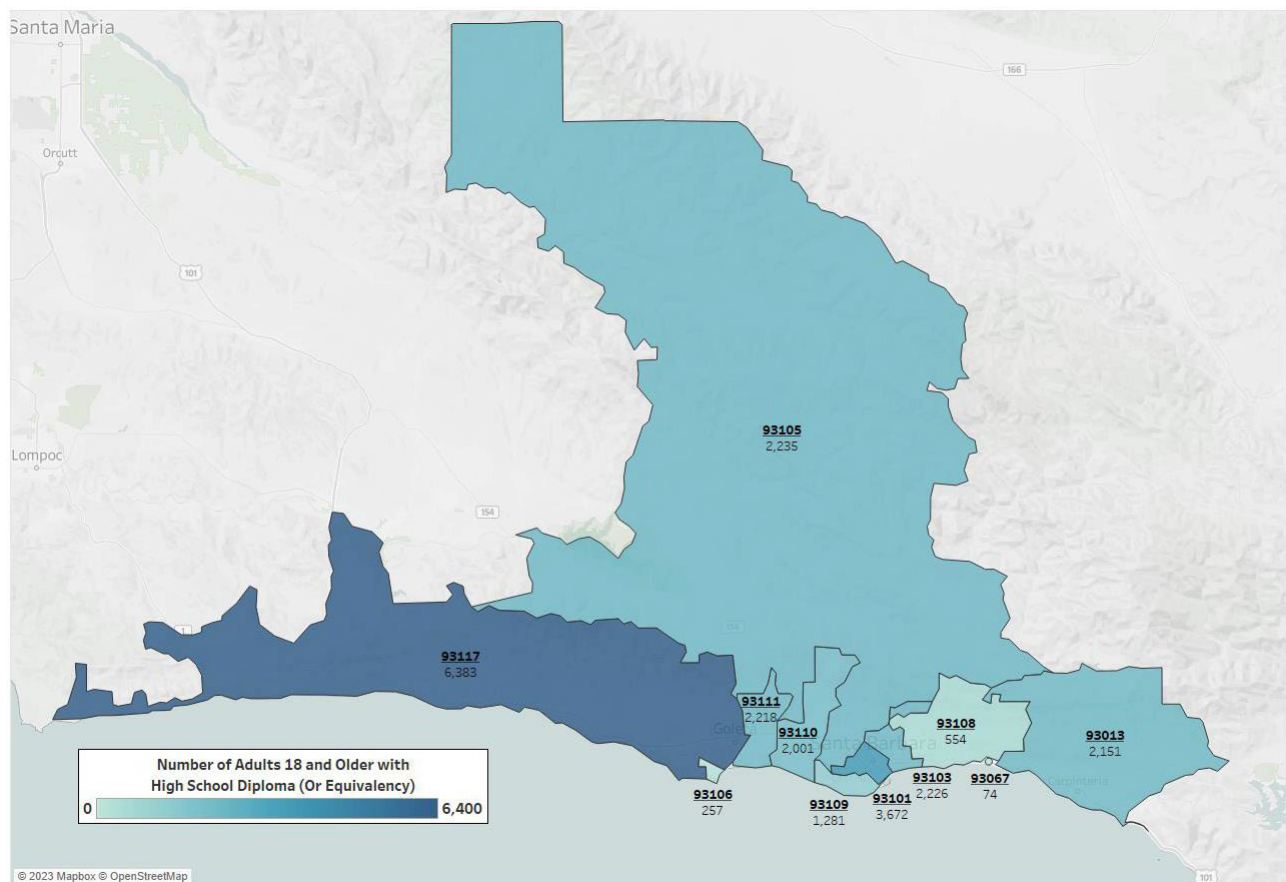
5. Career & Technical Education (CTE)

Career & Technical Education (CTE) courses are meant to provide specific training and education to expand and improve employment opportunities and move students into career pathways. These potential students include workers trying to obtain a degree or certificate, get a job, get a better job, or get promoted with their current employer. Developing strong CTE classes and programs will include identifying technical and non-technical skills demanded in growing industry clusters to better prepare students to complete a degree, enter the workforce, select career pathways, and/or move up in the career lattice. For these classes, two population segments were identified: (1) adults with a high school diploma and (2) adults with some college, no degree.

a. Adults with a High School Diploma (or Equivalent)

These students would benefit from career and technical education courses to provide specific trainings and a baseline to improved employment opportunities in the workforce. The zip code 93117 has the largest population (6,383) of potential students with a high school diploma. (Figure 19)

FIGURE 19. SBCC POPULATION THAT HAS ATTAINED A HIGH SCHOOL DIPLOMA²⁸

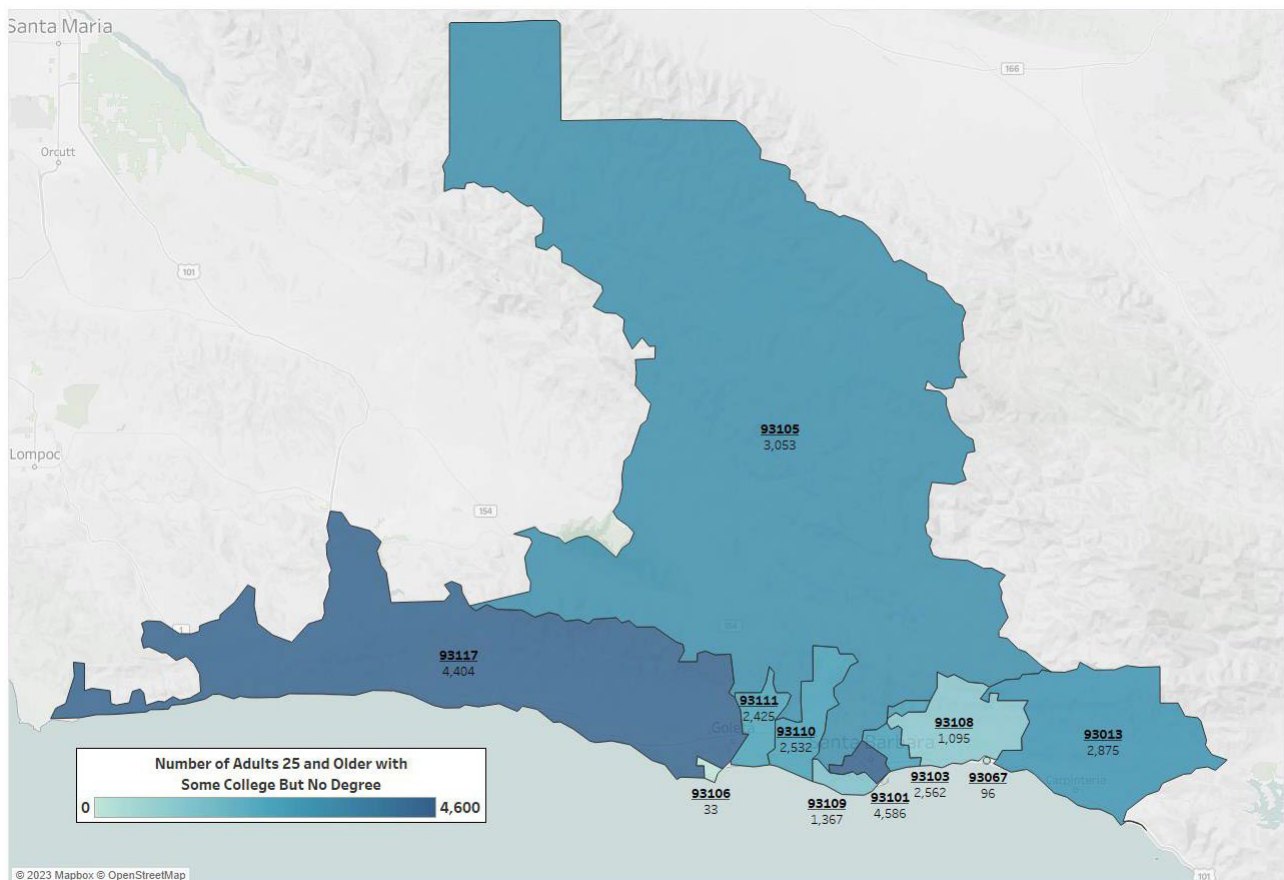


²⁸ Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

b. Adults (over the age of 25) with some college, no degree

Rates of those who have attended some college but did not earn a degree in the SBCC region also trend closely to one another except for the zip codes 93117 and 93101. The zip code 93117 has most of the region's colleges and subsequently has a relatively large population of those with some college and no degree (4,404). The zip code 93101 (Central) has the largest population of some college, no degree individuals, with more than 4,586 potential students. (Figure 20)

FIGURE 20. SBCC POPULATION (OVER THE AGE OF 25) WHICH HAS ATTENDED SOME COLLEGE, NO DEGREE²⁹

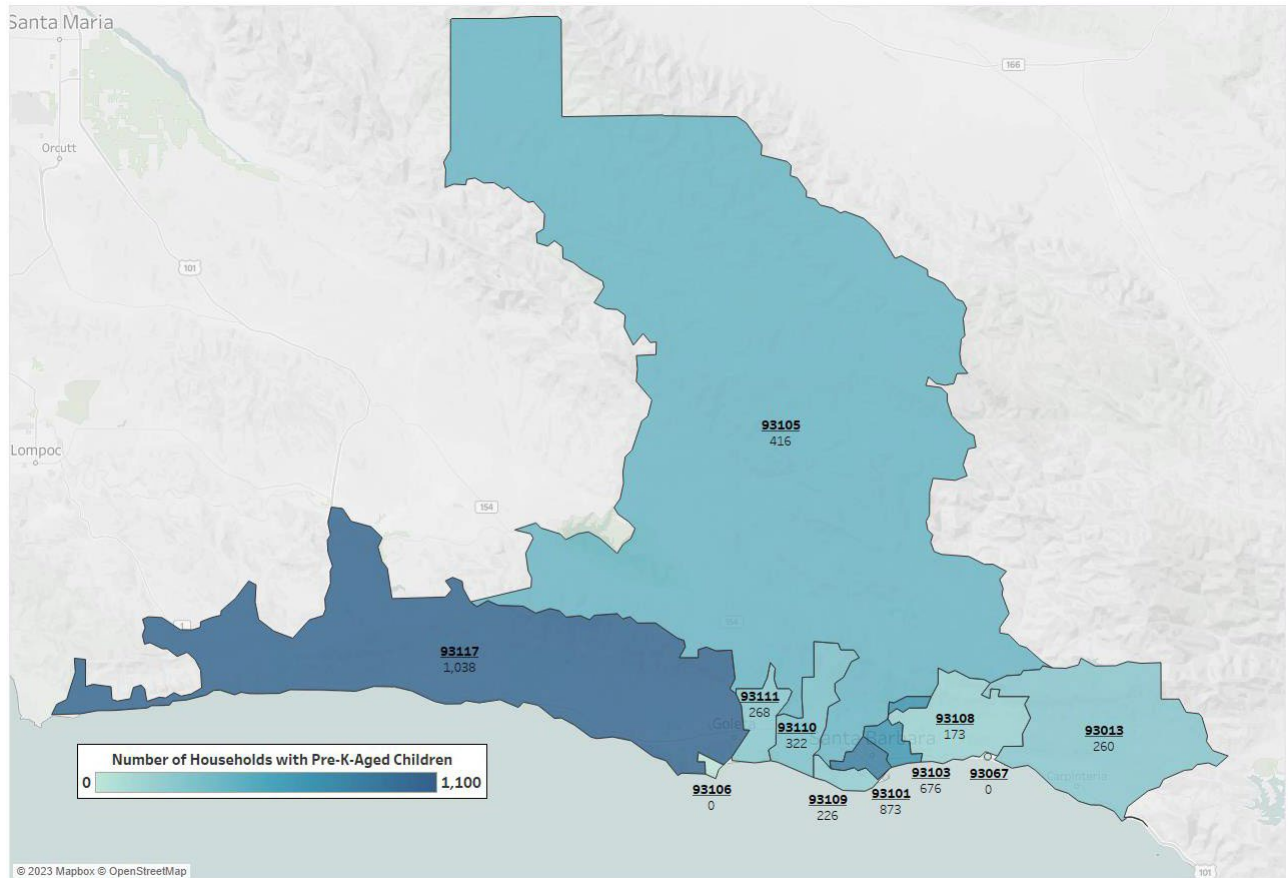


²⁹ Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

6. Families with Pre-Kindergarten Age Children

These families have strains that may create additional barriers. Creating courses with flexibility will allow these families to mitigate these barriers. The zip codes 93117 (1,038) and 93101 (873), have the largest populations of families with pre-kindergarten aged children. (Figure 21)

FIGURE 21. FAMILIES WITH CHILDREN UNDER THE AGE OF 5 IN SBCC SERVICE REGION³⁰



³⁰ Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

Regional Job Quality Analysis

Employment trends and economic snapshots are important in analyzing job quantity, but they fall short in analyzing job quality. Educational attainment, training, and experience are often associated with employment opportunity, career growth, and potential earnings. Based on these elements, most occupations can be categorized into one of three occupational tiers that provide more insight into job quality.

The three-tiered system used in this study is largely defined by current wage data, general educational attainment, and skills requirements. They are as follows:

Job Quality Analysis Summary

The SBCC service region has a relatively average proportion (comparative to state and national levels) of Tier 1 jobs, which are high-skill, high-wage occupations. Furthermore, Tier 1 jobs have experienced the most growth between 2016-2021. The SBCC service region has a relatively high proportion of Tier 3 jobs for a higher cost of living community. Tier 3 jobs are lower-skill, lower-wage jobs. The Tourism, Hospitality, and Recreation industry, the largest industry in the SBCC service region, is generally comprised of Tier 3 occupations.

Why is this Important?

Job quality represents a critical metric in understanding economic sustainability. Since tier 3 employment does not typically provide enough income for people to afford to live in the region, to improve job and life quality, the number of tier 1 and tier 2 jobs should increase so that more people are able to live and work in the SBCC service region.

Tier 1 Occupations

are typically the highest-paying, highest-skilled occupations in the economy. In 2021, the median annual wage for Tier 1 occupations in the SBCC Service region was approximately \$106,500 a year. This occupational category includes positions such as managers (e.g., Chief Executives and Sales Managers), professional positions (e.g., Lawyers and Physicians) and highly-skilled technology occupations, such as scientists, engineers, computer programmers, and software developers.

Tier 2 Occupations

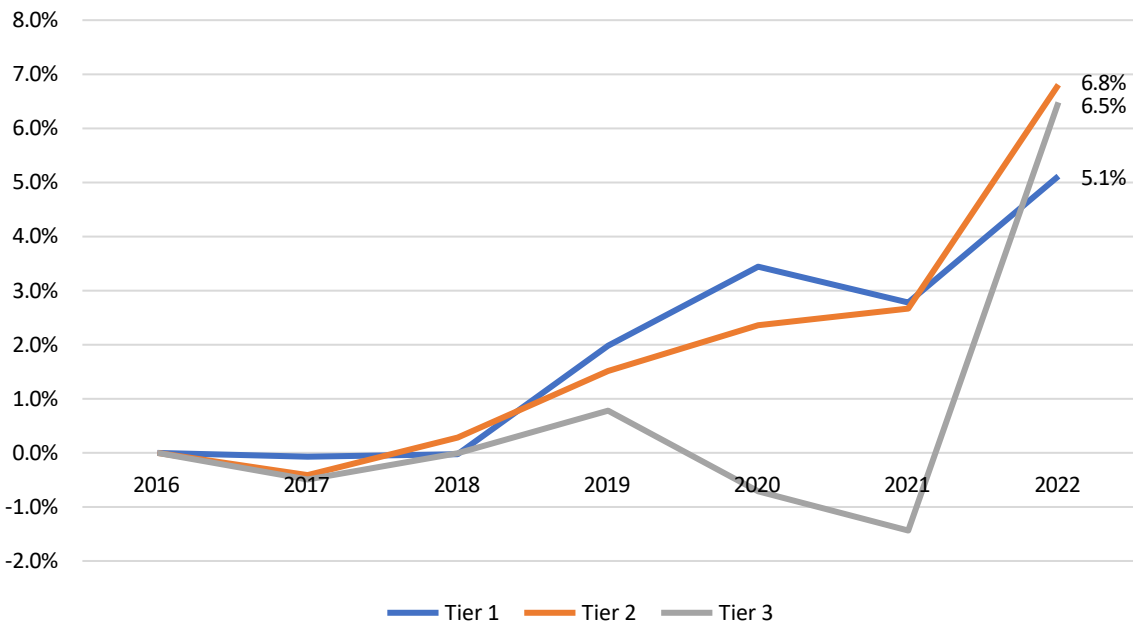
are typically the middle-skill, middle-wage occupations. In 2021, the median annual wage for Tier 2 occupations in the SBCC Service region was approximately \$63,300 a year. This occupational category includes positions such as technicians, teachers, office and administrative positions (e.g., Accounting Clerks and Secretaries), and manufacturing, operations, and production positions (e.g., Assemblers, Electricians, and Machinists).

Tier 3 Occupations

are typically the lowest-paying, lowest-skilled occupations that have historically provided the largest portion of employment in the region. In 2021, the median annual wage for Tier 3 occupations in the SBCC Service region is approximately \$43,600 a year. These occupations include positions such as security guards, food service and retail positions, building and grounds cleaning positions (e.g., Janitors), and personal care positions (e.g., Home Health Aides and Child Care Workers).

Since 2016, Tier 2 jobs have seen the most employment growth (seven percent), while Tier 1 jobs have seen the least growth (five percent). The Tier 1 two-digit occupational groups that saw the largest increase in employment were Management Occupations (527), Healthcare Practitioners and Technical Occupations (442) and Architecture and Engineering Occupations (30). The Tier 2 two-digit occupational groups that saw the greatest increase in employment were Business and Financial Operations Occupations (451), Transportation and Material Moving Occupations (333), and Construction and Extraction Occupations (272). Conversely, the two-digit Tier 3 occupational groups that saw the largest decline in employment were Food Preparation and Serving Related Occupations (-2,576), Sales and Related Occupations (-1,099), and Personal Care and Service Occupations (-303). (Figure 23)

FIGURE 22. EMPLOYMENT GROWTH IN THE SBCC SERVICE REGION BY OCCUPATIONAL TIER, 2016-2022³¹



Tier 3 occupations accounted for more than half (fifty four percent) of the jobs in the SBCC service region. Since 2016, the share of Tier 3 jobs in the region have been slightly declining, while the share of both Tier 2 and 3 jobs have been increasing. (Table 1)

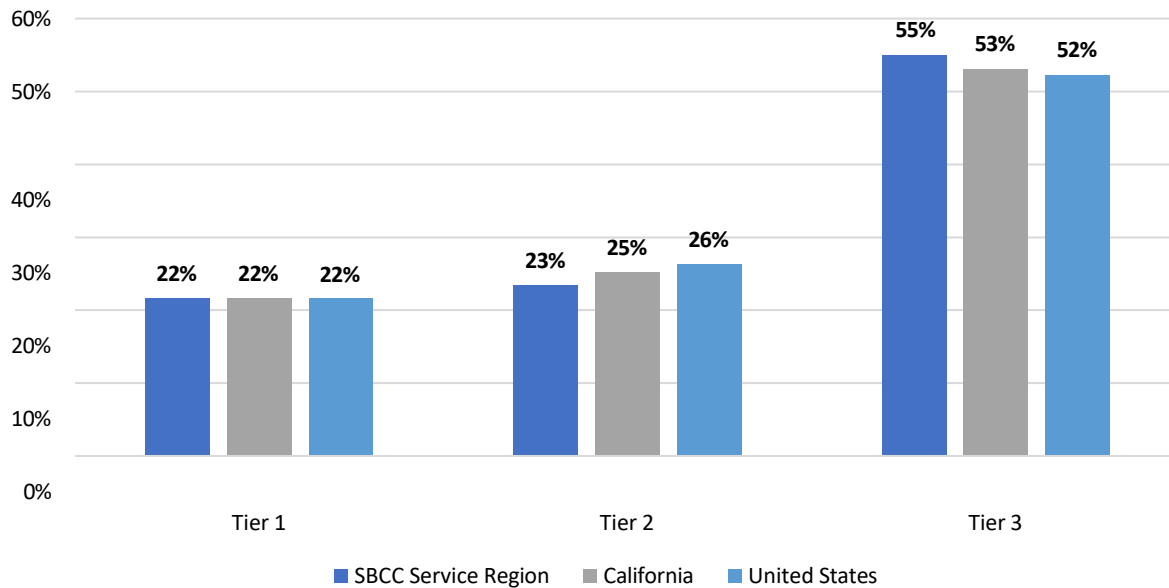
³¹ 2021 Data. JobsEQ

TABLE 1. OCCUPATIONAL TIER DISTRIBUTION IN SBCC REGION (2016-2022)³²

Tiers	2016	2017	2018	2019	2020	2021	2022
Tier 1	21.9%	22.0%	21.9%	22.1%	22.5%	22.4%	21.7%
Tier 2	23.3%	23.3%	23.4%	23.4%	23.7%	23.9%	23.5%
Tier 3	54.7%	54.7%	54.7%	54.5%	53.8%	53.7%	54.8%

When compared to national and state averages, the SBCC service region has a slightly higher proportion of Tier 3 jobs (fifty five percent). A lack of Tier 1 and 2 jobs can stifle economic mobility and sharpen inequality. (Figure 23)

FIGURE 23. JOB COMPOSITION BY REGION (2022)³³

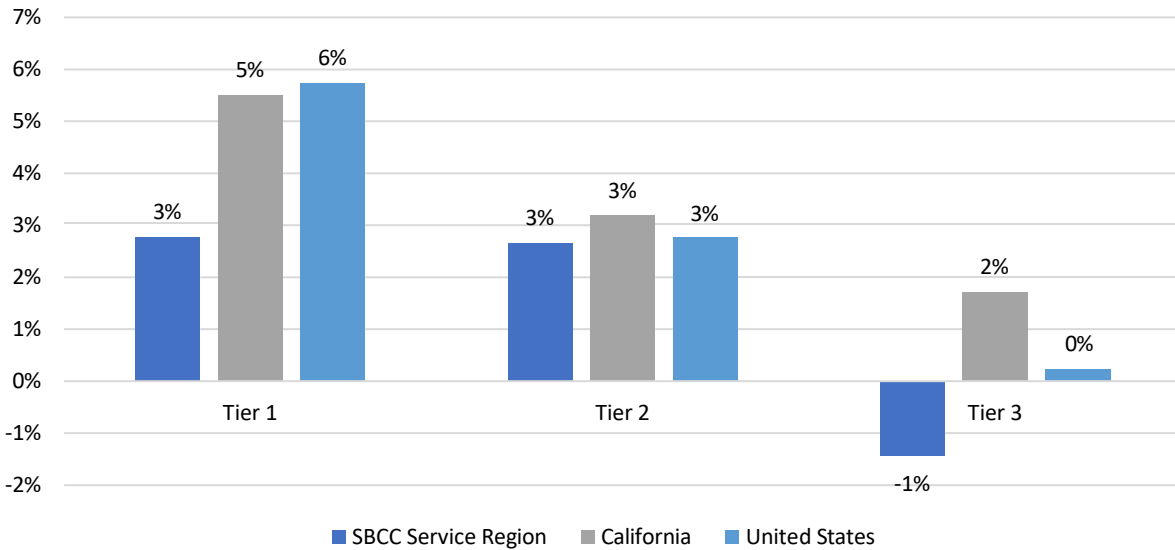


The SBCC Service Region has experienced the slowest employment growth between 2016 to 2022 (three percent) in Tier 1 occupations than both statewide and national averages. Tier 2 occupations have experienced strong employment growth (three percent), that is comparable to statewide (three percent) and national (three percent) averages. The SBCC Service Region saw employment declines in Tier 3 occupations (- one percent), while the state saw a two percent growth, and the nation saw no change in that time period (Figure 24).

³² 2022 Data. JobsEQ

³³ 2022 Data. JobsEQ

FIGURE 24. EMPLOYMENT GROWTH BY OCCUPATIONAL TIER AND REGION, 2016-2022³⁴



While an abundance of Tier 1 jobs signals growth of sustainable jobs within the region, Tier 3 jobs often do not provide enough income for residents to live in costly locations such as Santa Barbara County. In fact, more than two Tier 3 jobs would be needed to support a family of four (one parent working, two children) (Table 2).

TABLE 2. NUMBER OF JOBS A FAMILY OF 2 ADULTS (ONE WORKING) AND 2 CHILDREN NEED TO MEET SELF-SUFFICIENCY IN SANTA BARBARA COUNTY

	Median Annual Wage ³⁵	Number of Jobs to Meet Family Self-Sufficiency ³⁶
Tier 1	\$106,500	0.86
Tier 2	\$63,300	1.45
Tier 3	\$43,600	2.11

³⁴ 2021 Data. JobsEQ

³⁵ 2021 Data. JobsEQ

³⁶ Source: Living Wage Calculator - <http://livingwage.mit.edu/counties/06083>

Industry Clusters

Industry clusters are geographic concentrations of businesses that typically share a common market and exchange supporting goods and services. Unlike traditional industry sectors, clusters are comprised of interrelated industries complementing various elements of a supply chain, creating a local ecosystem of businesses. Industry clusters outline local economic drivers, emphasizing job growth and quality allowing Santa Barbara City College to:

1. **Engage with local employers** that are central to the area's economy.
2. **Provide valuable information to current workers and jobseekers** looking to develop new skills and follow career pathways.
3. **Design programs that best support the current and future regional workforce demand.**
4. Ensure that **jobseekers can transition into employment with sustainable wages** and strong career opportunities.

Industry Clusters Analysis Summary

The SBCC service region has close to 13 percent of its workforce in the Tourism, Hospitality, and Recreation industry cluster—a cluster that, on average, has lower rates of compensation. The tourism workforce used to be larger in the region but took a hit during the Covid-19 pandemic. Occupations within the Finance, Banking, Insurance, and Real Estate (FIRE) industry cluster have experienced strong growth in recent years and offer high wages.

Why is this Important?

These industry clusters offer opportunities for training and workforce development as we look for economic and workforce opportunities in the region.

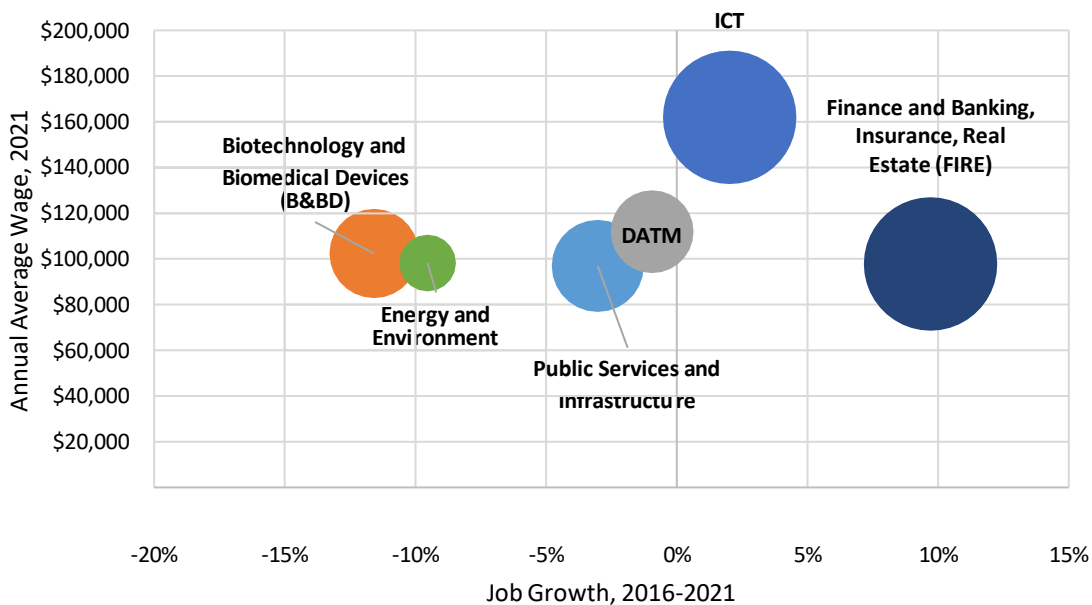
TABLE 3. INDUSTRY CLUSTER OVERVIEW – HIGH-WAGE INDUSTRY CLUSTERS³⁷

Industry Clusters	2021 Employment	Percent Growth since 2016	Earnings per Worker (2021)	2021 LQ
Information and Communication Technologies (ICT)	5,318	2%	\$161,949	1.38
Defense, Aerospace, and Transportation Manufacturing (DATM)	2,062	-1%	\$111,899	1.10
Biotechnology and Biomedical Devices (B&BD)	2,394	-12%	\$102,361	1.30
Energy and Environment	967	-10%	\$98,184	0.87
Finance and Banking, Insurance, Real Estate (FIRE)	5,354	10%	\$97,772	0.74
Public Services and Infrastructure	2,549	-3%	\$96,926	0.80

* A location quotient (LQ) above 1 means a job concentration that is higher than the national average; a LQ below 1 represents a regional job concentration that is below national average.

The table above and the figure below show the industry clusters with the highest average earnings per worker in the SBCC region, including Information & Communication Technologies (ICT), Defense, Aerospace & Transportation Manufacturing (DATM), Biotechnology & Biomedical Devices (B&BD), Energy and Environment, Finance and Banking, Insurance, Real Estate (FIRE), and Public Services and Infrastructure. These industry clusters offer above average salaries of over \$94,000 per worker. ICT has a job concentration in the SBCC Service region that is 38 percent higher than the national concentration and has grown by 2 percent since 2016. (Figure 25)

³⁸FIGURE 25. HIGH-WAGE INDUSTRY CLUSTERS



³⁷ 2021 Data. JobsEQ

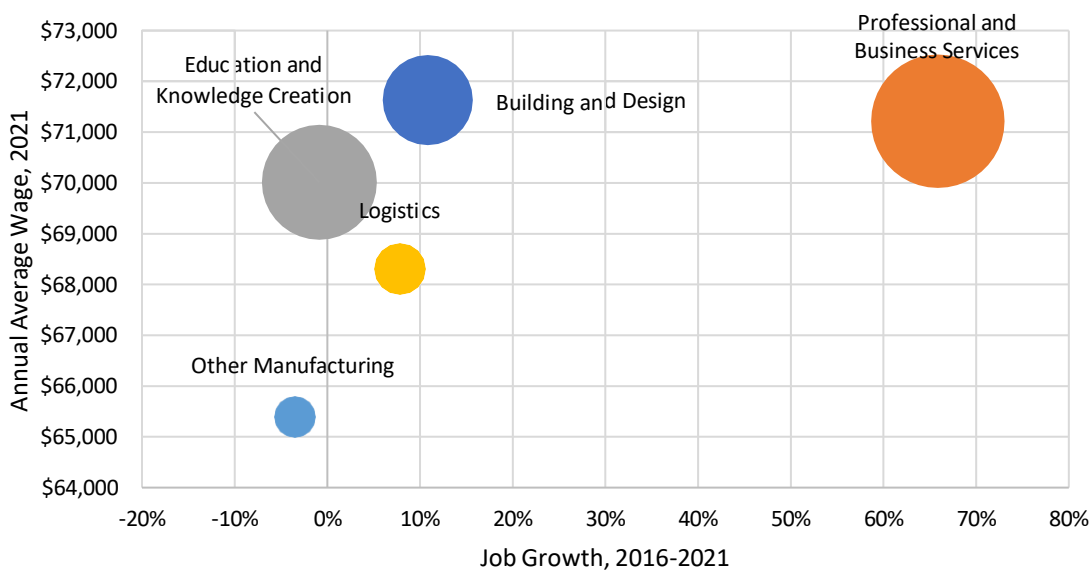
³⁸ 2021 Data. JobsEQ

TABLE 4. INDUSTRY CLUSTER OVERVIEW – MEDIUM-WAGE INDUSTRY CLUSTERS³⁹

Industry Clusters	2021 Employment	percent Growth since 2016	Earnings per Worker (2021)	2021 LQ
Building and Design	9,047	11%	\$71,631	1.00
Professional and Business Services	19,821	66%	\$71,215	1.40
Education and Knowledge Creation	14,724	-1%	\$70,012	1.17
Logistics	2,958	8%	\$68,306	0.43
Other Manufacturing	1,857	-4%	\$65,392	0.40

The table above and figure below show the middle-wage industry clusters, which provide average earnings between \$65,392 and \$71,631 per year. Professional & Business Services is the largest medium-wage source of employment in the SBCC service region, with a total of 19,821 jobs in 2021, with an job increase of 66 percent since 2016. Education and Knowledge Creation and Other Manufacturing are the only two medium-wage industry clusters that experienced a decline in employment between 2016 to 2021. (Figure 26)

FIGURE 26. MEDIUM-WAGE INDUSTRY CLUSTERS⁴⁰



³⁹ 2021 Data. JobsEQ

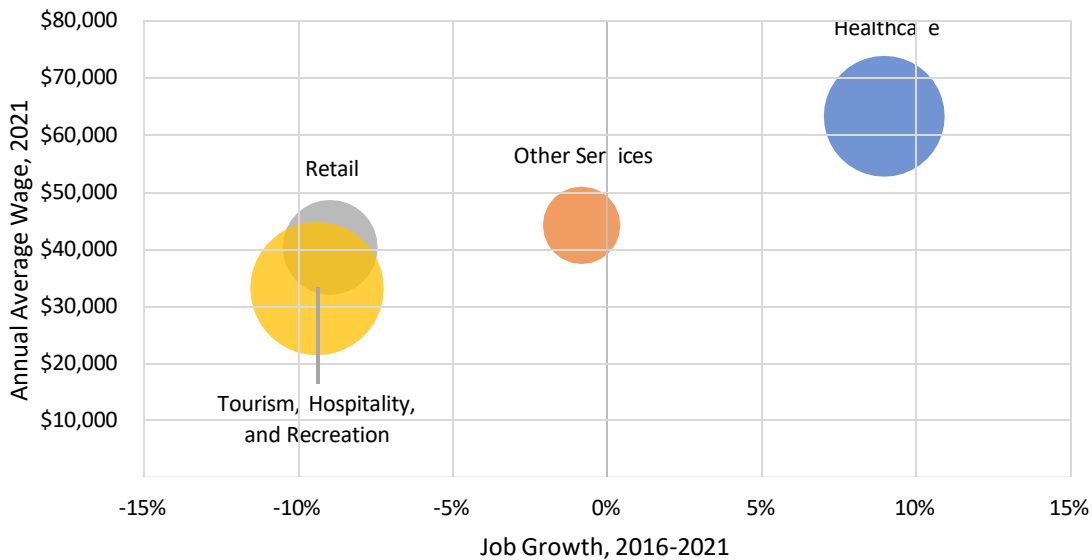
⁴⁰ 2021 Data. JobsEQ

TABLE 5. INDUSTRY CLUSTER OVERVIEW – LOW-WAGE INDUSTRY CLUSTERS⁴¹

Industry Clusters	2021 Employment	percent Growth since 2016	Earnings per Worker	2021 LQ
Healthcare	15,626	9%	\$63,230	0.91
Other Services	6,424	-1%	\$44,120	1.04
Retail	9,655	-9%	\$40,266	0.71
Tourism, Hospitality, and Recreation	19,041	-9%	\$33,072	1.39

The table above and figure below show the low-wage industry clusters, which provide average wages between \$33,072 and \$63,230. These clusters are responsible for 50,745 jobs. While Tourism, Hospitality & Recreation make up the highest percentage of low-wage industry jobs, there has been a nine percent decrease in employment since 2016. Healthcare occupations, which account for the second largest share of low-wage industries, was the only industry that saw an increase in employment between 2016 to 2021 (nine percent). (Figure 27)

FIGURE 27. LOW-WAGE INDUSTRY CLUSTERS⁴²



⁴¹ 2021 Data. JobsEQ

⁴² 2021 Data. JobsEQ

INDUSTRY CLUSTER PROFILE:

i. Key occupations and pathways:

Information & Communication Technologies:

Entry- Level	Mid-Level	Senior- Level
Sales Representative	Computer User Support Specialist	Software Publisher
Customer Service Representative	Web Developers	Computer System Design
General Office Clerk	Computer Network Support Specialists	Semiconductor and Related Device Manufacturing
Experience: High School Diploma and brief job training	Experience: High School or More and moderate job training	Experience: Bachelor's Degree and 5 years or more of work experience

Biotechnology and Biomedical Devices:

Entry- Level	Mid-Level	Senior- Level
Manufacturing	Phlebotomists	Software Developers
Team Assemblers	Clinical Laboratory Technologists and Technicians	Aerospace Engineers
Sales Representative	Electrical and Electronics Engineering Technicians	General and Operations Manager
Experience: High School Diploma or less and brief job training	Experience: High School and none to moderate on the job training	Experience: Bachelor's Degree and 5 years or more of work experience and no on the job training

Finance and Banking, Insurance

Entry- Level	Mid-Level	Senior- Level
Insurance Sales Agent	Computer Network Support Specialist	Security Commodities and Financial Service Sales
Maintenance and Repair Workers	Insurance Appraisers	Personal Financial Advisors
Counter and Rental Clerks	Paralegal and Legal Assistant	General Operations Manager
Experience: High School Diploma or less and short to long term on the job training	Experience: High School Diploma or bachelor's degree and moderate term on the job training	Experience: Bachelor's Degree and long term to no on the job training

Healthcare:

Entry- Level	Mid-Level	Senior- Level
Personal Care Aides	Nursing Assistants	Registered Nurse
Medical Secretaries	Medical Assistants	Physicians and Surgeons
Receptionists and Information Clerks	Dental Assistants	Medical and Health Services Managers
Experience: High School Diploma or post-secondary non degree and brief to moderate on the job training	Experience: High School to post-secondary degree and short term to no on the job training	Experience: Bachelor's Degree to doctoral or professional degree-internship/ residency program

Building and Design:

Entry- Level	Mid-Level	Senior- Level
Construction Laborers	Bookkeepers, Accounting, and Auditing Clerks	Construction Managers
Painters, Construction, and HVAC Maintenance	HVAC and Refrigeration Mechanics and Installers	General and Operations Manager
Carpenters	Architectural and Civic Drafters	Civic Engineers
Experience: High School Diploma or less and brief on the job training	Experience: Less than a bachelor's degree	Experience: Bachelor's Degree

Appendix

Methodology

Santa Barbara County Employer Survey

BW Research conducted employer interviews with businesses throughout the Santa Barbara City College (SBCC) service area (defined by zip codes). The survey sample included known firms in the County as well as online panel through a third party of businesses in the County. The survey instrument was programmed internally by BW Research and each respondent was assigned a unique ID to prevent duplication.

The employer survey was fielded between July 15th and August 5th, 2022 and resulted in 119 total completes. The average survey duration was 8.7 minutes.

Santa Barbara County Potential Student Survey

BW Research conducted a survey of potential students (residents aged 18 to 64) in the SBCC service area. To qualify for the survey, potential respondents had to be residents of Santa Barbara County and more specifically, reside within the SBCC service area. The overview of the potential student survey methodology is included in the table below. Respondents were recruited through listed sample and online panel of residents 18 years of age to 64 years of age in the zip code defined SBCC service area.

TABLE 6: OVERVIEW OF RESIDENT SURVEY METHODOLOGY

Method	Online Survey (Email & Panel)
Universe	140,387 ⁴³ Residents Between the Ages of 18 and 64 in the SBCC Service Area
Number of Respondents	395 Potential Students Completed a Survey
Average Length	7.6 minutes
Field Dates	July 15 th through August 8 th , 2022
Margin of Error	The <i>maximum</i> margin of error for questions answered by all 395 respondents was +/-4.92% (95% level of confidence)

Santa Barbara City College Current Student Survey

BW Research programmed a survey that was distributed to current SBCC students via anonymous survey link by SBCC administration. The survey was fielded between July 10th, 2022 and October 19th, 2022. The average survey duration was 8.1 minutes.

⁴³ American Community Survey (ACS) 2020 5-year estimates

Employer Survey Results



**SBCC SEL Phase 2
Employer Survey
August 2022
n=119**

SBCC Service Area Preliminary Toplines

.....
Introduction:

[FIRMS WITH LESS THAN 25 EMPLOYEES]

Hello, my name is _____. May I please speak to a senior manager or someone involved with staffing at [organization]?

[IF NEITHER A MANAGER OR SOMEONE WITH STAFFING IS AVAILABLE] Can I speak to a decision maker at your location?

[FIRMS WITH MORE THAN 25 EMPLOYEES]

Hello, my name is _____. May I please speak to someone involved in Human Resources or staffing at [organization]?

[IF NEITHER A MANAGER OR SOMEONE WITH STAFFING IS AVAILABLE] Can I speak to a decision maker at your location?

Hello, my name is _____ and I'm calling on behalf of the **Santa Barbara City College (SBCC)** who would value your participation in a brief survey about the region's talent.

(If needed): This survey has been commissioned by the SBCC, which is committed to supporting the County's businesses and job-seekers.

(If needed): The survey is being conducted by BW Research, an independent research organization, and should take approximately ten minutes of your time.

(If needed): Your individual responses will **not** be published; only aggregate information will be used in the reporting of the survey results.

(If needed): The SBCC develops innovative strategies that help students achieve their educational and economic goals.
.....

Screener Questions

- A. Are you involved in staffing or hiring decisions at your firm or organization? (If not, could you please connect me to the appropriate person?)

100.0% Yes
0.0% No
0.0% Not sure

- B. Does your company or organization have one or more locations in Santa Barbara County? [IF YES) How many locations and in which cities?

70.6% Yes, one location in Santa Barbara County
29.4% Yes, two or more locations in Santa Barbara County
0.0% Not Sure
0.0% No

SECTION 1 – Firm Profile

I'd like to begin by asking you a few general questions about your firm and your current employees. For this survey, **please only answer for your current business location**. If your firm has other locations, please do not include their data.

0. Including all full-time and part-time employees, how many **permanent** employees work at your location? [DO NOT ACCEPT 0 AS A RESPONSE]

39.5% Small (9 or fewer employees)
30.3% Medium (10 to 49 employees)
30.3% Large (50 employees or more)
0.0% Don't know/ Refused

1. If you currently have [INSERT Q0] full-time and part-time **permanent** employees at your location, how many more or fewer employees do you expect to have at your location 12 months from now?

42.0% More
5.0% Fewer
50.4% Same number of permanent employees
2.5% Don't know/Refused

Employer Projected Growth: 4.0%

[If amount differs by 10% or more in either direction, ask:]

Just to confirm, you currently have _____ **permanent** employees and you expect to have _____ (more/fewer) employees, for a total of _____ **permanent** employees 12 months from now.

2. Including all full-time and part-time employees, how many **temporary** [IF NEEDED: this includes seasonal, contract and any other temporary employees] employees work at your location?

- 17.6% Small (9 or fewer employees)**
- 10.1% Medium (10 to 49 employees)**
- 9.2% Large (50 employees or more)**
- 59.7% None (0 employees)**
- 3.4% Don't know/ Refused**

3. Over the last three years, has your company grown, declined or stayed about the same, in terms of employment at your current location?

- 42.9% Grown**
- 35.3% Stayed the same**
- 21.8% Declined**
- 0.0% Don't know/Refused**

4. What industry or industries best describes the work that your firm is involved in and connected to?
[DO NOT READ, ALLOW MORE THAN ONE RESPONSE] - *Multiple responses permitted; percentages may sum to more than 100%*

- 14.3% Healthcare (including Dental)**
- 13.4% Professional & Business Support Services**
- 10.1% Finance, Banking, Insurance or Real Estate**
- 9.2% Restaurants, Hotels & Hospitality**
- 9.2% Retail or Wholesale Trade**
- 8.4% Building & Design**
- 8.4% Manufacturing**
- 5.9% Education**
- 4.2% Entertainment and Recreation**
- 3.4% Non-Profit or Community-Based Organization**
- 2.5% Technology or Information & Communication Technologies**
- 1.7% Biotechnology, Biomedical Devices & Life Sciences**
- 1.7% Government**
- 1.7% Transportation and Warehousing**
- 0.8% Childcare**
- 4.2% Other**
- 0.8% Don't know/ Refused**

Next, I want to ask if your firm is involved in the following industries?

5. Please tell us if your firm is directly involved [IF NEEDED: Providing products or services directly to customers in this industry], indirectly involved [IF NEEDED: Provide products or services as part of that industries supply chain but not directly to customers], or not at all involved in the following industries?

RANDOMIZE

	<u>Yes, directly involved</u>	<u>Yes, indirectly involved</u>	<u>No, not engaged</u>	<u>Don't know/No answer</u>
A. Healthcare	18.5%	24.4%	55.5%	1.7%
B. Building & Design	16.8%	20.2%	61.3%	1.7%
C. Finance, Banking, Insurance, or Real Estate	19.3%	16.8%	61.3%	2.5%
D. Technology or Information & Communication Technologies	16.0%	21.0%	60.5%	2.5%
E. Biotechnology, Biomedical Devices & Life Sciences	10.9%	13.4%	73.9%	1.7%
F. Restaurants, Hotels & Hospitality	17.6%	22.7%	58.0%	1.7%
G. Professional & Business Support Services	29.4%	18.5%	50.4%	1.7%
H. Non-Profit or Community-Based Organization	24.4%	21.0%	51.3%	3.4%

SECTION 2 – General Hiring Profile

Next, I would like to ask you about your general talent and hiring needs at [FIRM NAME].

6. Thinking of the applicants for open positions over the last 12 months, please indicate your level of difficulty finding qualified **entry-level** applicants to fill these positions.

27.7% Very difficult
47.1% Somewhat difficult
19.3% Not at all difficult
5.9% Don't know/Refused

7. Thinking of the applicants for open positions over the last 12 months, please indicate your level of difficulty finding qualified **non-entry-level** applicants to fill these positions.

34.5% Very difficult
41.2% Somewhat difficult
18.5% Not at all difficult
5.9% Don't know/Refused

8. How often does your business recruit individuals from outside of greater Santa Barbara City (IF NEEDED: THIS IS THE AREA FROM GOLETA TO CARPINTERIA)?

22.7% Always or almost always (75% to 100% of the time)
19.3% Frequently (50% to 74% of the time)
29.4% Sometimes (25% to 49% of the time)
16.0% Rarely (1% to 24% of the time)
12.6% Never (0% of the time)
0.0% Don't know/Refused

SECTION 3 – Entry and Middle Wage/Skill Hiring Profile

Now, I would like to ask you specifically about those positions at [FIRM NAME] that typically require less than a 4-year degree

9. Please indicate if your firm employs any of the following occupations at your current location. [ALLOW MULTIPLE RESPONSES, **SET TOP THREE BASED ON PRIORITY CODES BELOW**] - *Multiple responses permitted; percentages may sum to more than 100%*

Healthcare (IC=1) (n=22)

- 59.1% Medical assistant**
- 36.4% Medical secretary**
- 27.3% Nursing assistant**
- 22.7% Licensed practical and/or vocational nurse (LPN or LVN)**
- 22.7% Dental assistant**
- 9.1% Restorative nurse assistant**
- 27.3% Don't know/ Refused**

Building & Design (IC=2) (n=20)

- 45.0% Electrician**
- 45.0% Plumbing**
- 45.0% Sales representative**
- 40.0% CAD or computer assisted designing**
- 40.0% Cost estimator**
- 20.0% Don't know/ Refused**

Financial, Banking, Insurance, or Real Estate (IC=3) (n=22)

- 68.2% Bookkeeping, accounting and auditing clerk**
- 54.5% Counter and office clerks**
- 54.5% Property managers**
- 54.5% Customer service representatives**
- 40.9% Insurance or sales agent**
- 4.5% Don't know/ Refused**

Technology or Information & Communication Technologies (IC=4) (n=16)

- 81.3% Customer service specialist**
- 68.8% Computer programmer or developer**
- 62.5% Computer support specialist**
- 43.8% Telecommunications equipment installers and repairers**
- 0.0% Bookkeeping, accounting and auditing clerk**
- 6.3% Don't know/ Refused**

Biotechnology and Biomedical Devices (IC=5) (n=13)

- 61.5% Office clerks
- 61.5% Customer service representatives
- 38.5% Dental laboratory technician
- 38.5% Medical appliance technicians
- 30.8% Sales representatives
- 0.0% Don't know/ Refused

Restaurants or Hotels (IC=6) (n=20)

- 65.0% Chef or head cook
- 65.0% Bookkeeping, accounting and auditing clerk
- 60.0% Food service managers
- 50.0% Sales representatives
- 40.0% Lodging managers
- 5.0% Don't know/ Refused

Professional & Business Support Services (IC=7) (n=33)

- 57.6% Secretary and administrative assistant
- 54.5% Bookkeeping, accounting and auditing clerk
- 51.5% Computer user support specialist
- 45.5% Office clerk
- 42.4% Sales representatives
- 33.3% Computer programmer or developer
- 3.0% Don't know/ Refused

Non-profit or CBO (IC=8) (n=28)

- 75.0% Secretary and administrative assistant
- 67.9% Bookkeeping, accounting and auditing clerk
- 60.7% Fundraiser
- 50.0% Office clerk
- 39.3% Computer user support specialist
- 25.0% Computer programmer or website developer
- 0.0% Don't know/ Refused

10. Are there any other occupations or positions that we have not asked about, that are important at your firm, that generally require less than a 4-year college degree, if yes, can you please identify them? (n=79)

8.9% Production/ manufacturing
7.6% Receptionist, administration or clerical
6.3% Teachers
6.3% Food service occupations
5.1% Sales or customer service
5.1% Construction/ laborers
5.1% Doctors, therapists, and other healthcare occupations
3.8% Information technology technicians
3.8% Paralegal, architect or engineers
3.8% Management or executive positions
6.3% Other
32.9% None
5.1% Don't know/ Refused

11. Continuing to think about the occupations and positions we just discussed, please select the minimum education required for these roles (n=118)

20.3% No minimum education requirements
39.8% High school diploma
21.2% Professional certificate or certification
12.7% Associate degree
5.9% Other

12. What are the two most significant reasons for the reported hiring difficulty? [DO NOT READ, ALLOW UP TO TWO RESPONSES] - *Multiple responses permitted; percentages may sum to more than 100%* (n=98)

64.3% Small applicant pool or just not enough people applying
Applicants lack the appropriate experience or industry-specific
36.7% knowledge
Applicants do not have the appropriate education or
27.6% certifications/certificates
18.4% Insufficient non-technical skills (problem-solving, critical thinking,
communication, teamwork, adaptability, etc.)
16.3% Lack of technical skills or expertise
9.2% Other
0.0% Don't know/ Refused

Again, thinking specifically about the occupations and positions at your firm that require less than a 4-year college degree:

13. How **important** is each of the following for these employees (Very important, Somewhat Important, Not too important, DK/NA [DON'T READ]): (n=118)

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too important</u>	<u>Don't know/No answer</u>
A. Technical skills specific to the position	51.7%	35.6%	11.9%	0.8%
B. Problem-solving and critical thinking skills	69.5%	25.4%	4.2%	0.8%
C. Social and verbal communication skills	69.5%	23.7%	5.9%	0.8%
D. Industry-specific knowledge	41.5%	39.0%	18.6%	0.8%
E. Educational degrees or certifications	17.8%	40.7%	40.7%	0.8%

14. How **difficult** is it to find qualified applicants with each of the following (Very difficult, Somewhat difficult, Not at all difficult, DK/NA [DON'T READ]): (n=116)

	<u>Very difficult</u>	<u>Somewhat difficult</u>	<u>Not at all difficult</u>	<u>Don't know/No answer</u>
A. Technical skills specific to the position	25.9%	53.4%	17.2%	3.4%
B. Problem-solving and critical thinking skills	28.4%	50.0%	19.0%	2.6%
C. Social and verbal communication skills	20.7%	52.6%	25.0%	1.7%
D. Industry-specific knowledge	33.6%	47.4%	14.7%	4.3%
E. Educational degrees or certifications	19.0%	50.0%	25.0%	6.0%

15. Please list the top three skills that new-hires frequently lack or are deficient in? - *Multiple responses permitted; percentages may sum to more than 100%* (n=107)

- 36.4% Social and Communication Skills**
- 27.1% Problem Solving and Critical Thinking**
- 24.3% Work Ethic and Punctuality**
- 24.3% Technical Skills**
- 18.7% Industry Knowledge**
- 15.0% Experience**
- 13.1% Non-Technical Skills**
- 4.7% Don't know/ Refused**

SECTION 4 – Training & Interest Assessment

16. What educational institutions in and around the City of Santa Barbara, prepare workers to work at an organization like yours? (DO NOT READ OPTIONS – OPEN ENDED QUESTION) - *Multiple responses permitted; percentages may sum to more than 100% (n=107)*

- 41.1% Santa Barbara City College (SBCC)**
- 31.8% University of California Santa Barbara**
- 29.9% Don't know of any educational institutions in the area that prepares people to work at our organization**
- 6.5% Alan Hancock College**
- 4.7% Antioch University Santa Barbara**
- 2.8% SBCC School of Extended Learning**
- 7.5% Other**
- 2.8% Don't know/ Refused**

17. How satisfied are you with the with the educational institutions in and around the City of Santa Barbara and their ability to provide qualified workers for your firm? (n=111)

- 27.0% Very satisfied**
- 46.8% Somewhat satisfied**
- 11.7% Somewhat dissatisfied**
- 5.4% Very dissatisfied**
- 9.0% Don't know/Refused**

18. Now, we're going to present a list of skills and abilities that may or may not be needed for at least some of your organization's employees. (n=109)

Here's the (first/next) one _____(READ ITEM): Please tell me whether your organization has a great need, some need, or little to no need for the following skills and abilities.

RANDOMIZE

	<u>Great need</u>	<u>Some need</u>	<u>Little to no need</u>	<u>Don't know/No answer</u>
A. Employees who can use social media effectively to communicate with current or potential customers	19.3%	42.2%	37.6%	0.9%
B. Employees who have strong spreadsheet skills using excel or comparable software	35.8%	39.4%	22.9%	1.8%
C. Employees who can create effective PowerPoint presentations	9.2%	32.1%	57.8%	0.9%
D. Employees who understand and can use QuickBooks	16.5%	34.9%	48.6%	0.0%
E. Employees who can learn new software and technologies	41.3%	36.7%	21.1%	0.9%
F. Employees who can write effectively to different audiences	46.8%	36.7%	15.6%	0.9%

19. Are there specific training programs, educational degrees or certificate programs that do a good job of preparing people to work for your firm, if yes, could you identify the occupation and the program/institution? (n=77)

- 9.1% Accounting certificate
- 6.5% Degree in social services
- 3.9% Food service and or handling certificate
- 3.9% Trade school or Vocational high school
- 3.9% Healthcare certificate (Medical Assistant, Ophthalmic Assistant, etc.)
- 2.6% Communication training program (including verbal and written)
- 2.6% Software/ Coding certificate
- 2.6% Paralegal certification
- 10.4% Other
- 54.5% Don't know/ Refused

20. Are there new training programs or certificates that you would you like to see developed in the region that would help prepare students for your firm's skill requirements and hiring needs? (n=83)

- 6.0% Software or coding certificate
- 6.0% Trades and apprenticeship
- 4.8% Machining and production certificate
- 4.8% Microsoft suite certificate (Word, PowerPoint, Excel etc.)
- 2.4% Accounting certificate
- 3.6% Healthcare certificate
- 3.6% Food service and handling certificate
- 12.0% Other
- 56.6% Don't know/ Refused

21. Next, I want to ask you about how you look for new employees. (n=109)

Here's the (first/next) one _____(READ ITEM): Please tell me whether your organization uses the following tools or approaches to recruit and find new employees.

RANDOMIZE

	<u>Regularl y</u>	<u>Sometime s to seldom</u>	<u>Never</u>	<u>Don't Know/N o Answer</u>
A. Get resumes from an online job boards (Indeed, ZipRecruiter)	53.2%	26.6%	16.5%	3.7%
B. Search on social media sites, liked LinkedIn, for candidates	33.9%	32.1%	32.1%	1.8%
C. Gather resumes from your organization's website or in-person	45.0%	33.9%	18.3%	2.8%
D. Word-of-mouth references from partners and current employees	62.4%	33.9%	3.7%	0.0%
E. From internships and/or apprenticeships offered by your organization	20.2%	39.4%	34.9%	5.5%
F. Find candidates from local schools, universities or training & educational partners	33.9%	47.7%	15.6%	2.8%

22. Are there any other ways of recruiting or finding job applicants, that your organization uses, that we have not discussed, if yes, please describe them? (n=58)

- 20.7% Job boards (handshake, craigslist, etc.)**
- 6.9% Job fairs**
- 1.7% Recruiting services**
- 3.4% Other**
- 67.2% Don't know/ Refused**

23. Lastly, I want to ask you about some potential training, educational and certificate programs and services that would be used to prepare students for work in your industry? (n=107)

As I read each of the following programs, please tell me whether your firm would have no interest, some interest, or great interest in these opportunities.

RANDOMIZE

	<u>No interest</u>	<u>Some interest</u>	<u>Great interest</u>	<u>Don't know/No answer</u>
A. Courses that teach office accounting and entry-level business administration skills	23.4%	43.9%	29.9%	2.8%
B. Courses that teach entry-level computer programming or coding	40.2%	28.0%	28.0%	3.7%
C. Sourcing and pre-screening for interns	29.2%	41.5%	25.5%	3.8%
D. Develop an apprenticeship-type program for your future employees	18.7%	42.1%	36.4%	2.8%

Before we finish, we'd like to ask you a general question and verify your contact information.

24. May the research team follow-up with you if needed? (n=107)

- 46.7% Yes**
- 53.3% No**

Thank you for completing the survey. Since it sometimes becomes necessary for the project manager to call back and confirm responses to certain questions, I would like to verify your contact information.

- A. Known or unknown survey respondent
- B. Online or phone respondent
- C. If Known Industry Segment:
 - 1. Healthcare
 - 2. Building or Construction
 - 3. Architecture, Design or Engineering
 - 4. Non-profit organization or Community-Based Organization
 - 5. Technology or Information Technology
 - 6. Restaurant, Bars and Hotels
 - 7. Employment Services, Business support services, Professional services
 - 8. General

First and Last Name of Respondent _____

Position of Respondent _____

Phone of Respondent _____

Email of Respondent _____

Name of Company _____

Company Address (including City) _____

**Those are all the questions I have.
Thank you very much for your time.**

Date of Interview _____

D. Time of Interview _____

E. Name of Interviewer _____

F. County _____

Potential Student Survey Results



**SBCC School of Extended Learning
Potential Student Survey
August 2022
n=375**

SBCC Service Area Preliminary Toplines

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Introduction:

Hello, may I please speak to _____. Hi, my name is _____ and I'm with an independent research firm calling on behalf of **Santa Barbara City College** to conduct a survey on how to better serve the community and we would like to get your opinions.

(If needed): This should only take a few minutes of your time.

(If needed): I assure you that we are an independent research agency and that all your responses will remain strictly confidential.

(If needed): This is a study about issues of importance in your community – it is a survey only and we are not selling anything.

(If needed): This survey should only take a few minutes of your time.

(If the individual mentions the national do not call list, respond according to American Marketing Association guidelines): "Most types of opinion and marketing research studies are exempt under the law that congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!")

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## Screener Questions

SA. What is your home zip code? (USE ZIP CODES FROM THE SBCC SERVICE AREA)

**100.0** Enter zip code:  
**0.0%** Don't know/ Refused

SB. What year were you born?

**0.0%** Less than 18 years old  
**47.9%** 18 to 34 years old  
**16.5%** 35 to 44 years old  
**16.2%** 45 to 54 years old  
**19.3%** 55 to 64 years old  
**0.0%** 65 years or older  
**0.0%** Don't know/ Refused

SC. What is the last grade you completed in school?

**2.7%** Less than high school  
**12.0%** High school diploma or GED  
**21.5%** Some college  
**10.5%** Post high school certificate or Associate Degree (A.A. or A.S.)  
**29.1%** Four-year Bachelor's Degree (B.A. or B.S.)  
**24.2%** Graduate school (M.S., MBA, M.A., Ph.D, M.D., J.D...)  
**0.0%** Don't know/Refused

.....

## I. Introduction

Next, we would like to ask you about work and school in the region.

1. Are you currently working, either part-time or full-time for pay?

**64.1% Yes, full-time**  
**15.2% Yes, part-time**  
**20.7% No**

2. If you wanted to get new skills to find a job or get promoted, where are the first two places you would go to find out about developing new skills for work? (ACCEPT FIRST TWO RESPONSES) – *Multiple responses permitted; Percentages may sum to more than 100%. (n=374)*

**51.9% Online Courses/ Job training (Coursera, Youtube, etc.)**  
**29.6% Santa Barbara City College (SBCC)**  
**13.3% Online job sites (LinkedIn, Indeed etc.)**  
**10.4% Current employer**  
**7.6% Family or friends**  
**7.4% University of California Santa Barbara (UCSB)**  
**1.8% Library**  
**0.8% California Employment Development Office (CAEDD)**  
**0.5% Santa Barbara City College - School of Extended Learning**  
**9.9% Other**  
**13.3% Don't know/ Refused**

3. Have you heard of **Santa Barbara City College or SBCC**?

**100.0% Yes**  
**0.0% No**  
**0.0% Don't know/ Refused**

[ASK Q4 IF Q3= "Yes", OTHERWISE SKIP]

4. How did you hear about **Santa Barbara City College or SBCC**? – *Multiple responses permitted; percentages may sum to more than 100%.*

**49.0% Family and friends**  
**16.8% School website**  
**16.7% Santa Barbara resident**  
**12.5% Former student of SBCC**  
**9.3% Social media**  
**6.9% Career advisor**  
**6.9% Other**  
**3.1% Don't know/ Refused**

[IF Q3 = "Yes" ASK Q5, OTHERWISE SKIP]

5. Are you currently taking any courses or classes at **Santa Barbara City College or SBCC**?

**0.0% Yes, in-person**  
**0.0% Yes, online**  
**0.0% Yes, both in-person and online**  
**99.5% No**  
**0.5% Don't know/ Refused**

Now I want to ask you briefly about your current education and the opportunities for employment in South Santa Barbara County area. [IF NEEDED: This area includes Carpinteria in the South up to Goleta in the North]

6. Are you satisfied or dissatisfied with your current level of education and the employment opportunities it provides you? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

**38.2% Very satisfied**  
**37.3% Somewhat satisfied**  
**15.6% Somewhat dissatisfied**  
**7.3% Very dissatisfied**  
**1.7% Don't know/Refused**

7. Generally, how challenging has it been for you to get the education you want that is beyond high school?

**15.8% Considerable challenge**  
**38.4% Somewhat of a challenge**  
**41.3% Little to no challenge**  
**2.4% I have NOT tried or want to get an education beyond high school**  
**2.1% Don't know/ Refused**

[IF Q7 = "I have NOT tried or want to get an education beyond high school" OR "Don't know/ Refused" SKIP to Q10]

8. Thinking about the different challenges or obstacles you face getting the education you want, would you identify the following as challenges you face or have faced? (n=356)

**RANDOMIZE**

|                                                                                                      | Yes, considerable challenge | Yes, somewhat a challenge | No, not a challenge | It depends | Don't know/ Refused |
|------------------------------------------------------------------------------------------------------|-----------------------------|---------------------------|---------------------|------------|---------------------|
| A. Finding programs and courses that work within your schedule                                       | 19.8%                       | 38.2%                     | 29.9%               | 6.5%       | 5.6%                |
| B. Getting transportation to and from the classroom                                                  | 9.1%                        | 18.8%                     | 66.9%               | 3.1%       | 2.1%                |
| C. Paying tuition or fees and the costs associated with education beyond high school                 | 36.2%                       | 31.4%                     | 24.3%               | 5.7%       | 2.4%                |
| D. Finding affordable and effective daycare options for young children while I go to school          | 15.1%                       | 17.4%                     | 46.3%               | 3.1%       | 18.1%               |
| E. Knowing which education or training programs or courses are worth investing the time and money in | 21.1%                       | 45.7%                     | 25.6%               | 4.6%       | 3.0%                |
| F. Accessing online curriculum and educational resources                                             | 12.9%                       | 21.9%                     | 54.9%               | 6.8%       | 3.5%                |
| G. Getting information about available courses and educational programs                              | 10.3%                       | 31.5%                     | 50.2%               | 5.0%       | 3.0%                |
| H. Getting registered and enrolled in courses                                                        | 9.7%                        | 29.3%                     | 52.5%               | 5.5%       | 3.0%                |

9. Are there or has there been any other challenges or obstacles to getting the education or training you want that we have not discussed, if yes can you briefly describe them? (n=193)

- 10.2% Not enough time
- 9.9% Cost of courses
- 3.9% Courses interested in are not offered
- 3.4% Availability of courses (times offered or courses fill too quickly)
- 3.2% Lack of awareness of courses offered
- 3.2% Difficult application process or SBCC website is difficult to navigate
- 2.7% Disability or mental health
- 2.0% Covid restrictions (includ. vaccine requirements)
- 43.0% None
- 8.2% Other
- 10.3% Don't know/ Refused

10. Next, we are going to ask you about different programs and courses that may be offered at Santa Barbara City College.

For each of the following programs or courses that may be offered at **Santa Barbara City College**, please tell me if you are very interested, somewhat interested, or not interested in that program or coursework for you or someone in your household?

**RANDOMIZE**

|                                                                                                     | <u>Very interested</u> | <u>Somewhat interested</u> | <u>Not interested</u> | <u>Don't know/ Refused</u> |
|-----------------------------------------------------------------------------------------------------|------------------------|----------------------------|-----------------------|----------------------------|
| <b>A. Courses that help develop better English language skills in the workplace</b>                 | <b>17.3%</b>           | <b>14.4%</b>               | <b>64.9%</b>          | <b>3.4%</b>                |
| <b>B. Courses that prepare you to transfer to a four-year institution</b>                           | <b>26.0%</b>           | <b>21.1%</b>               | <b>47.6%</b>          | <b>5.3%</b>                |
| <b>C. Courses that teach life skills and greater independence for adults with disabilities</b>      | <b>19.8%</b>           | <b>22.0%</b>               | <b>55.2%</b>          | <b>3.0%</b>                |
| <b>D. Courses that assist you in getting a technical career certificate</b>                         | <b>32.2%</b>           | <b>28.4%</b>               | <b>35.9%</b>          | <b>3.4%</b>                |
| <b>E. Courses that help you advance in your current career and get promoted</b>                     | <b>38.4%</b>           | <b>36.5%</b>               | <b>23.7%</b>          | <b>1.4%</b>                |
| <b>F. Courses for individuals who want to become US Citizens</b>                                    | <b>11.9%</b>           | <b>10.9%</b>               | <b>72.0%</b>          | <b>5.1%</b>                |
| <b>G. Courses that improve your ability to learn online</b>                                         | <b>23.6%</b>           | <b>33.6%</b>               | <b>40.0%</b>          | <b>2.9%</b>                |
| <b>H. Courses that prepare you for a new, higher-paying career</b>                                  | <b>46.2%</b>           | <b>29.1%</b>               | <b>22.4%</b>          | <b>2.3%</b>                |
| <b>I. Courses that teach you how to use the computer and relevant technologies in the workplace</b> | <b>29.2%</b>           | <b>34.5%</b>               | <b>35.1%</b>          | <b>1.2%</b>                |

11. Are there any other courses or programs that you would want to see offered at **Santa Barbara City College** that we have not already discussed? (n=205)

- 8.9% **Business or finance courses (project management, taxes, etc.)**
- 8.0% **Trades (construction, carpentry and welding)**
- 5.3% **Healthcare (nursing, nutrition, etc.)**
- 4.2% **Arts or music courses**
- 2.4% **Civics or sociology**
- 2.0% **Computer programming or software developer courses**
- 2.0% **Adult education courses**
- 1.9% **Horticulture**
- 1.9% **Foreign language courses**
- 1.6% **Culinary courses**
- 1.2% **Fashion or beauty courses**
- 0.8% **Law or law school preparation courses**
- 38.6% **None**
- 8.3% **Other**
- 12.8% **Don't know/ Refused**

## II. Employment Profile

[ASK Q12 IF Q1= "Yes, full-time" OR "Yes, part-time"]

12. Are you currently working at more than one job for pay? (n=294)

**20.4% Yes**  
**79.1% No**  
**0.5% Don't know/ Refused**

IF Q12= "Yes" THEN READ "When we ask about a current job, please talk about the one where you typically work the most hours a week."

[ASK Q13 IF Q1= "Yes, part-time", OTHERWISE SKIP TO Q14]

13. Would you prefer to have a full-time job? (n=68)

**23.8% Yes**  
**45.4% No**  
**30.8% Depends**  
**0.0% Don't know/ Refused**

[ASK Q14 IF Q1= "Yes, full-time", OTHERWISE SKIP]

14. Are you currently working in a permanent position or one that is temporary, by contract, or seasonal? (n=226)

**80.5% Permanent**  
**9.9% Temporary, or seasonal**  
**7.7% Contract**  
**1.9% Don't know/ Refused**

[ASK Q15 IF Q14= "Temporary, or seasonal" OR "Contract", OTHERWISE SKIP TO Q19]

15. Would you prefer to have a permanent position? (n=37)

**66.0% Yes**  
**5.9% No**  
**28.1% Depends**  
**0.0% Don't know/ Refused**

[ASK Q16 & 27 IF Q1 = "Yes, full-time" OR "Yes, part-time", OTHERWISE SKIP]



16. What industry are you currently working in? (n=294)

- 14.8% Technology or information & communications technologies
- 13.6% Retail or food service
- 12.7% Education and childcare services
- 10.7% Healthcare (including dental)
- 9.0% Professional or business Services
- 8.4% Finance, business, insurance, or real estate
- 4.7% Construction (building & design)
- 4.3% Manufacturing
- 3.8% Automotive technology
- 2.7% Tourism and hospitality
- 2.6% Non-profit
- 2.2% Public sector
- 1.9% Arts, entertainment and recreation
- 1.1% Transportation and warehousing
- 0.8% Criminal justice and fire technology
- 5.6% Other
- 1.0% Don't know/ Refused

17. What is your occupation or positional title? (n=294)

- 21.1% Manager, project manager, or supervisor
- 13.4% Director, CEO, or owner
- 7.9% Store associate or sales associate
- 6.2% Teacher, professor, educator, or instructor
- 5.9% Consultant, researcher, or analyst
- 5.6% Accountant, finance, real estate or marketing
- 5.0% Cook, chef, or host
- 4.3% Contractor, carpenter, production or plumber
- 4.0% Receptionist or administrative assistant
- 3.4% Engineer
- 2.8% Registered nurse (RN) or veterinarian technician
- 2.6% IT specialist
- 2.4% Physician
- 2.2% Caregiver or physical therapist
- 1.3% Custodian, maintenance, landscaping
- 1.1% Software developer
- 8.3% Other
- 2.5% Don't know/ Refused

### III. Underemployment Assessment

18. Are you satisfied or dissatisfied with your opportunities for career advancement and wage growth? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

- 24.5% Very satisfied**
- 45.9% Somewhat satisfied**
- 18.3% Somewhat dissatisfied**
- 8.1% Very dissatisfied**
- 3.1% Don't know/ Refused**

19. Are you currently looking for a job?

- 23.1% Yes**
- 70.9% No**
- 6.0% Don't know/ Refused**

### IV. Unemployment Profile

[ASK Q20 & Q21 IF Q1= "No", OTHERWISE SKIP TO Q22]

20. Which of the following descriptions is closest to your current situation? (n=81)

- 45.6% Unemployed (includes those looking for work and those not looking)**
- 17.3% Retired and no longer looking for paid employment**
- 13.1% Homemaker or stay at home parent**
- 10.4% Part-time student who is not looking for paid employment**
- 0.6% Laid-off because of COVID-19 Pandemic**
- 9.4% Other**
- 3.7% Don't know/ Refused**

21. How long have you been out of work? (n=81)

- 11.2% More than 1 year**
- 6.7% More than 6 months and up to 1 year**
- 2.6% More than 12 weeks and up to 6 months**
- 5.5% More than 4 weeks and up to 12 weeks**
- 56.7% Up to 4 weeks**
- 17.3% Don't know/ Refused**

## V. Occupational Preference and Economic Security Profile

Next, we would like to ask a few brief questions about your career preferences.

22. Has the COVID-19 Pandemic made you more or less likely to continue your education?

- 9.0% Much more likely
- 22.1% Somewhat more likely
- 52.0% No change
- 9.6% Somewhat less likely
- 6.0% Much less likely
- 1.3% Don't know/ Refused

23. What have been the **challenges or obstacles** you have faced getting employed in the career or positions that you want to work in? Please indicate if the following challenges are something you face in getting the job you want.

### RANDOMIZE

|                                                                                   | Yes,<br>considerable<br>challenge | Yes,<br>somewhat<br>a<br>challenge | Not a<br>challenge | It<br>depends | Don't<br>know/<br>Refused |
|-----------------------------------------------------------------------------------|-----------------------------------|------------------------------------|--------------------|---------------|---------------------------|
| A. Having the right work and industry experience                                  | 20.0%                             | 41.6%                              | 30.8%              | 5.2%          | 2.5%                      |
| B. Having the educational degree and/or certification needed                      | 20.8%                             | 33.7%                              | 38.2%              | 4.8%          | 2.6%                      |
| C. Performing well in interviews                                                  | 16.8%                             | 26.6%                              | 48.4%              | 5.2%          | 2.9%                      |
| D. Having the technical training and skills needed                                | 16.2%                             | 36.1%                              | 38.7%              | 7.0%          | 2.0%                      |
| E. Being comfortable and confidence communicating with employers and those hiring | 14.7%                             | 35.7%                              | 43.6%              | 3.9%          | 2.1%                      |
| F. Developing resumes and related materials that demonstrate my qualifications    | 19.4%                             | 32.7%                              | 44.2%              | 2.5%          | 1.2%                      |
| G. Having the free time needed to focus on my career goals                        | 25.4%                             | 35.0%                              | 33.4%              | 4.0%          | 2.1%                      |
| H. Having the money and resources needed to invest in my career goals             | 28.8%                             | 34.9%                              | 31.7%              | 2.7%          | 1.9%                      |
| I. Knowing how to find and apply for a job or career I am interested in           | 15.8%                             | 30.2%                              | 46.9%              | 4.8%          | 2.3%                      |

24. Have you experienced or are you experiencing any other challenges or obstacles to getting the job or career that you want that we have not already discussed, if yes can you briefly describe them? [ALLOW MULTIPLE RESPONSES] – *Multiple responses permitted; percentages may sum to more than 100%. (n=329)*

- 51.6% Difficulty managing work-life balance**
- 37.3% Cost of rent and/or housing**
- 26.7% Mental health difficulties**
- 11.5% Difficulty with online and Internet access at home**
- 6.8% Other**
- 16.1% Don't know/ Refused**

25. Now I'm going to read a list of statements that describe different attitudes and opinions regarding current and future work and employment. Please indicate whether you generally agree, disagree, or neither agree nor disagree with the following statements.

Here is the (first/next) one: \_\_\_\_\_ Do you generally agree, disagree or neither agree nor disagree with the statement? (GET ANSWER IF AGREE OR DISAGREE ASK:) Would that be strongly (agree/disagree) or somewhat (agree/disagree)?

RANDOMIZE

|                                                                                                                                            | <u>Strongly agree</u> | <u>Somewhat agree</u> | <u>Neither agree nor disagree</u> | <u>Somewhat disagree</u> | <u>Strongly disagree</u> | <u>Not relevant</u> | <u>Don't know/ Refused</u> |
|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------------------|--------------------------|--------------------------|---------------------|----------------------------|
| <b>A. I am looking for a new industry or career pathway so I can better afford to live and work in the community</b>                       | 22.9%                 | 19.2%                 | 19.5%                             | 5.6%                     | 14.5%                    | 16.0%               | 2.4%                       |
| <b>B. My current level education will allow me to find meaningful and well-paid employment in the South Santa Barbara County area</b>      | 21.0%                 | 31.0%                 | 16.3%                             | 13.7%                    | 13.2%                    | 2.7%                | 2.1%                       |
| <b>C. My current skills and abilities will allow me to find meaningful and well-paid employment in the South Santa Barbara County area</b> | 21.7%                 | 37.4%                 | 15.2%                             | 12.4%                    | 8.0%                     | 3.2%                | 2.1%                       |
| <b>D. I am no longer willing to work in a job that I don't see a good future in</b>                                                        | 32.1%                 | 28.0%                 | 14.8%                             | 4.8%                     | 4.0%                     | 13.1%               | 3.2%                       |
| <b>E. I am looking for a new place to live because it is too expensive to live in the South Santa Barbara County area</b>                  | 21.9%                 | 20.6%                 | 15.2%                             | 7.7%                     | 16.3%                    | 16.3%               | 1.9%                       |
| <b>F. I am concerned I will not be able to afford to keep living in the South Santa Barbara County area</b>                                | 34.3%                 | 30.7%                 | 12.2%                             | 5.0%                     | 8.6%                     | 6.7%                | 2.5%                       |

**To wrap things up, we just have a few background questions for statistical purposes only.**

SA. Are there any languages spoken in your home other than English? If so, which ones?

- 25.6% Yes**
- 73.2% No**
- 1.3% Don't know/ Refused**

**Yes (n=84)**

- 73.9% Spanish**
- 5.2% Tagalog**
- 4.0% Chinese or Cantonese**
- 2.1% Vietnamese**
- 2.1% German**
- 2.1% French**
- 10.6% Other**

SB. What ethnic group do you consider yourself a part of or feel closest to? (IF HESITATE, READ):

- 60.5% White**
- 23.0% Hispanic or Latinx**
- 4.6% Asian**
- 4.4% Black or African American**
- 0.9% Pacific Islander**
- 0.4% American Indian/ Alaskan Native**
- 1.9% Other (please specify):**
- 4.2% Don't know/ Refused**

SC. What is your Gender?

- 49.5% Male**
- 49.1% Female**
- 1.3% Non-Binary**

**Those are all of the questions we have for you. Thank you very much for participating!**

First Name of Respondent \_\_\_\_\_

Phone: \_\_\_\_\_

Date of Interview: \_\_\_\_\_

Name of Interviewer: \_\_\_\_\_

Time of Interview: \_\_\_\_\_

Type of Interview

- 1 Online Panel (Potential)
- 2 Online email-invite from adult school (Current)
- 3 Phone (Potential)
- 4 Paper

## Current Student Survey Results



**SBCC School of Extended Learning  
Current Student Survey  
October 2022  
Preliminary Toplines 1.0  
n=152**

.....

**Introduction:**

Hello, may I please speak to \_\_\_\_\_. Hi, my name is \_\_\_\_\_ and I'm with an independent research firm calling on behalf of **Santa Barbara City College** to conduct a survey on how to better serve the community and we would like to get your opinions.

(If needed): This should only take a few minutes of your time.

(If needed): I assure you that we are an independent research agency and that all your responses will remain strictly confidential.

(If needed): This is a study about issues of importance in your community – it is a survey only and we are not selling anything.

(If needed): This survey should only take a few minutes of your time.

(If the individual mentions the national do not call list, respond according to American Marketing Association guidelines): "Most types of opinion and marketing research studies are exempt under the law that congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!")

~~~~~

Screener Questions

SA. What is your home zip code? (USE ZIP CODES FROM THE SBCC SERVICE AREA)

100.0% Enter zip code:
0.0% Don't know/Refused

SB. What year were you born?

0.0% Less than 18 years old
11.2% 18 to 24 years old
11.8% 25 to 34 years old
18.4% 35 to 44 years old
16.4% 45 to 54 years old
19.1% 55 to 64 years old
23.0% 65 years or older
0.0% Don't know/ Refused

SC. What is the last grade you completed in school?

5.9% Less than high school
11.2% High school diploma or GED
17.8% Some college
7.9% Post high school certificate or Associate Degree (A.A. or A.S.)
27.6% Four-year Bachelor's Degree (B.A. or B.S.)
29.6% Graduate school (M.S., MBA, M.A., Ph.D, M.D., J.D...)
0.0% Don't know/Refused

SD. Which of the following types of programs or courses are you currently enrolled at SBCC?
[MARK ALL THAT APPLY] – *Multiple responses permitted; Percentages may sum to more than 100%. (n=97)*

62.9% Classes for Older Adults
14.4% Noncredit English as a Second Language (ESL)
10.3% Career Skills Institute
9.3% GED/High School Equivalency, or noncredit Adult High School
9.3% Fee-based classes
5.2% Parenting or Parent Child Workshop
10.3% Other
0.0% Don't know/ Refused

.....

I. Introduction

Next, we would like to ask you about work and school in the region.

1. Are you currently working, either part-time or full-time for pay?

28.3% Yes, full-time
30.9% Yes, part-time
40.8% No

2. If you wanted to get new skills to find a job or get promoted, where are the first two places you would go to find out about developing new skills for work? (ACCEPT FIRST TWO RESPONSES) – *Multiple responses permitted; Percentages may sum to more than 100%. (n=151)*

59.6% Santa Barbara City College (SBCC)
36.4% Online Courses/ Job training (Coursera, Youtube, etc.)
7.3% Santa Barbara City College - School of Extended Learning
6.6% University of California Santa Barbara (UCSB)
4.6% Online job sites (LinkedIn, Indeed etc.)
4.0% Library
2.6% Current employer
2.0% California Employment Development Office (CAEDD)
2.0% Family or friends
8.6% Other
13.2% Don't know/ Refused

3. What is the primary reason you are taking courses? (n=97)

61.9% To improve my quality of life
14.4% To improve my education and/or to work towards a degree or certificate
8.2% To get a better job
4.1% To get a job
0.0% To get promoted with my current employer
7.2% Other
4.1% Don't know/Refused

II. Educational Profile

Now I want to ask you briefly about your current education and the opportunities for employment in South Santa Barbara County area. [IF NEEDED: This area includes Carpinteria in the South up to Goleta in the North]

4. Thinking about the different challenges or obstacles you face getting the education you want, would you identify the following as challenges you face or have faced? (n=149)

RANDOMIZE

	Yes, considerable challenge	Yes, somewhat a challenge	No, not a challenge	It depends	Don't know/ Refused
A. Finding programs and courses that work within your schedule	16.1%	22.8%	43.6%	13.4%	4.0%
B. Getting transportation to and from the classroom	11.4%	14.1%	60.4%	6.0%	8.1%
C. Paying tuition or fees and the costs associated with education beyond high school	26.8%	26.2%	36.9%	2.7%	7.4%
D. Finding affordable and effective daycare options for young children while I go to school	16.1%	14.1%	40.3%	7.4%	22.1%
E. Knowing which education or training programs or courses are worth investing the time and money in	21.5%	25.5%	36.9%	8.7%	7.4%
F. Accessing online curriculum and educational resources	11.4%	31.5%	49.0%	3.4%	4.7%
G. Getting information about available courses and educational programs	12.8%	28.9%	49.0%	5.4%	4.0%
H. Getting registered and enrolled in courses	16.8%	30.9%	43.0%	5.4%	4.0%

5. Are there or has there been any other challenges or obstacles to getting the education you want that we have not discussed, if yes can you briefly describe them? (n=89)

- 14.6% Availability of courses (times offered or courses fill up too quickly)
- 5.6% Disability or mental health
- 3.4% Lack of support/ Guidance from counselors or staff
- 3.4% Cost of courses
- 3.4% Lack of awareness of courses offered or SBCC website is not user friendly
- 2.2% Language barriers
- 2.2% Covid restrictions (incl. vaccine requirements)
- 1.1% Difficult application process or requirements
- 48.3% No, no other challenges or obstacles
- 4.5% Other
- 11.2% Don't know/ Refused

6. Next, we are going to ask you about different programs and courses that may be offered at Santa Barbara City College.

For each of the following programs or courses that may be offered at **Santa Barbara City College**, please tell me if you are very interested, somewhat interested, or not interested in that program or coursework for you or someone in your household?

RANDOMIZE

	<u>Very interested</u>	<u>Somewhat interested</u>	<u>Not interested</u>	<u>Don't know/ Refused</u>
A. Courses that help develop better English language skills in the workplace	24.3%	11.8%	61.2%	2.6%
B. Courses that prepare you to transfer to a four-year institution	25.7%	19.1%	51.3%	3.9%
C. Courses that teach life skills and greater independence for adults with disabilities	24.3%	27.0%	43.4%	5.3%
D. Courses that assist you in getting a technical career certificate	34.2%	21.7%	40.1%	3.9%
E. Courses that help you advance in your current career and get promoted	34.2%	22.4%	39.5%	3.9%
F. Courses for individuals who want to become US Citizens	20.4%	15.1%	59.9%	4.6%
G. Courses that improve your ability to learn online	32.2%	28.9%	32.2%	6.6%
H. Courses that prepare you for a new, higher-paying career	42.1%	23.0%	32.9%	2.0%
I. Courses that teach you how to use the computer and relevant technologies in the workplace	36.8%	29.6%	31.6%	2.0%

7. Are there any other courses or programs that you would want to see offered at **Santa Barbara City College** that we have not already discussed? (n=99)

- 10.1% Art or music courses
- 6.1% Spanish courses
- 5.1% More courses offered at night
- 5.1% Computer programming or software courses
- 4.0% Healthcare courses (nursing, sonography, etc.)
- 3.0% Sports or physical fitness courses
- 3.0% Trades (including construction, woodworking etc.)
- 3.0% Fashion design or beauty
- 3.0% Other language courses (excluding spanish)
- 1.0% Cooking courses
- 36.4% None
- 8.1% Other
- 12.1% Don't know/ Refused

III. Employment Profile

[ASK Q8 IF Q1= "Yes, full-time" OR "Yes, part-time"]

8. Are you currently working at more than one job for pay? (n=90)

23.3% Yes
74.4% No
2.2% Don't know/Refused

IF Q8= "Yes" THEN READ "When we ask about a current job, please talk about the one where you typically work the most hours a week."

[ASK Q9 IF Q1= "Yes, part-time", OTHERWISE SKIP TO Q16]

9. Would you prefer to have a full-time job? (n=47)

25.5% Yes
51.1% No
19.1% Depends
4.3% Don't know/Refused

[ASK Q10 IF Q1= "Yes, full-time", OTHERWISE SKIP]

10. Are you currently working in a permanent position or one that is temporary, by contract, or seasonal? (n=43)

67.4% Permanent
20.9% Contract
9.3% Temporary or seasonal
2.3% Don't know/Refused

[ASK Q11 IF Q10= "Temporary or seasonal" OR "Contract", OTHERWISE SKIP]

11. Would you prefer to have a permanent position? (n=13)

61.5% Yes
23.1% No
15.4% Depends
0.0% Don't know/Refused

[ASK Q12 & 13 IF Q1 = "Yes, full-time" OR "Yes, part-time", OTHERWISE SKIP]

12. What industry are you currently working in? (n=90)

- 27.8% Education and childcare services
- 12.2% Technology or information & communications technologies
- 10.0% Retail or food service
- 7.8% Healthcare (including dental)
- 7.8% Manufacturing
- 6.7% Professional or business services
- 3.3% Public sector
- 3.3% Landscape and horticulture
- 2.2% Hospitality
- 2.2% Non-profit
- 1.1% Construction (building & design)
- 1.1% Automotive technology
- 1.1% Finance, business, insurance, or real estate
- 1.1% Criminal justice and fire technology
- 7.8% Other
- 4.4% Don't know/Refused

13. What is your occupation or positional title? (n=89)

- 19.1% Teacher, professor, educator, or instructor
- 19.1% Manager, project manager, or supervisor
- 9.0% Receptionist or administrative assistant
- 7.9% Director, CEO, or owner
- 6.7% Custodian, maintenance, landscaping
- 5.6% Accountant, finance, or marketing
- 4.5% Consultant, researcher, or analyst
- 3.4% Cook, chef, or host
- 3.4% Store associate
- 2.2% Software developer
- 2.2% Caregiver or physical therapist
- 7.9% Other
- 9.0% Don't know/ Refused

III. Underemployment Assessment

14. Are you currently looking for a job?

- 24.3% Yes**
- 70.4% No**
- 5.3% Don't know/Refused**

IV. Unemployment Profile

[ASK Q15 IF Q1= "No", OTHERWISE SKIP TO Q16]

15. Which of the following descriptions is closest to your current situation? (n=62)

- 53.2% Retired and no longer looking for paid employment**
- 17.7% Unemployed (includes those looking for work and those not looking)**
- 11.3% Homemaker or stay at home parent**
- 4.8% Part-time student who is not looking for paid employment**
- 1.6% Laid-off because of COVID-19 Pandemic**
- 8.1% Other**
- 3.2% Don't know/Refused**

V. Occupational Preference and Economic Security Profile

Next, we would like to ask a few brief questions about your career preferences.

16. What have been the **challenges or obstacles** you have faced getting employed in the career or positions that you want to work in? Please indicate if the following challenges are something you face in getting the job you want.

RANDOMIZE

	Yes, considerable <u>challenge</u>	Yes, somewhat a <u>challenge</u>	Not a <u>challenge</u>	It <u>depends</u>	Don't know/ <u>Refused</u>
A. Having the right work and industry experience	24.3%	24.3%	31.6%	7.9%	11.8%
B. Having the educational degree and/or certification needed	23.7%	25.7%	32.2%	6.6%	11.8%
C. Performing well in interviews	18.4%	30.9%	34.2%	5.3%	11.2%
D. Having the technical training and skills needed	27.6%	29.6%	28.3%	3.3%	11.2%
E. Being comfortable and confidence communicating with employers and those hiring	21.1%	22.4%	37.5%	5.3%	13.8%
F. Developing resumes and related materials that demonstrate my qualifications	17.1%	29.6%	35.5%	5.3%	12.5%
G. Having the free time needed to focus on my career goals	24.3%	26.3%	31.6%	5.3%	12.5%
H. Having the money and resources needed to invest in my career goals	30.9%	25.0%	30.3%	2.6%	11.2%
I. Knowing how to find and apply for a job or career I am interested in	18.4%	27.6%	35.5%	4.6%	13.8%

17. Now I'm going to read a list of statements that describe different attitudes and opinions regarding current and future work and employment. Please indicate whether you generally agree, disagree, or neither agree nor disagree with the following statements.

Here is the (first/next) one: _____ Do you generally agree, disagree or neither agree nor disagree with the statement? (GET ANSWER IF AGREE OR DISAGREE ASK:) Would that be strongly (agree/disagree) or somewhat (agree/disagree)?

RANDOMIZE

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Not relevant</u>	<u>Don't know/Refused</u>
A. I am looking for a new industry or career pathway so I can better afford to live and work in the community	28.3%	14.5%	12.5%	5.9%	5.3%	29.6%	3.9%
B. My current level education will allow me to find meaningful and well-paid employment in the South Santa Barbara County area	17.1%	24.3%	17.1%	8.6%	8.6%	19.1%	5.3%
C. My current skills and abilities will allow me to find meaningful and well-paid employment in the South Santa Barbara County area	20.4%	24.3%	13.8%	11.2%	4.6%	19.7%	5.9%
D. I am no longer willing to work in a job that I don't see a good future in	32.2%	17.1%	10.5%	7.2%	2.6%	25.7%	4.6%
E. I am looking for a new place to live because it is too expensive to live in the South Santa Barbara County area	21.1%	13.8%	13.2%	5.3%	11.8%	30.3%	4.6%
F. I am concerned I will not be able to afford to keep living in the South Santa Barbara County area	33.6%	23.7%	7.9%	6.6%	5.9%	19.1%	3.3%

V. SEL QUESTIONS

Finally, before we finish, I want to ask a few questions about your preferences and priorities for the classes you are taking at SBCC.

18. What is the best way for you to learn about programs and courses at SBCC's School of Extended Learning? [MULTIPLE CHOICE Select all that apply] – *Multiple responses permitted; Percentages may sum to more than 100%. (n=97)*

- 66.0% Online through the SBCC SEL website**
- 54.6% A hard copy of the brochure and schedule of classes**
- 9.3% Social media, such as Instagram, Facebook, or LinkedIn**
- 6.2% Radio**
- 6.2% Other**

19. What type of classes, do you typically prefer to take? (n=97)

- 47.4% Classes in-person and on-campus**
- 22.7% Classes online via Zoom**
- 19.6% It depends on the type of class**
- 8.2% Classes that are a combination of in-person & Zoom (Hyflex)**
- 2.1% No preference or not sure**

20. When do you prefer to take classes at SBCC? (n=97)

- 20.6% Mornings, 8am to Noon**
- 10.3% Afternoons, Noon to 4pm**
- 32.0% Evenings, 4pm to 8pm**
- 28.9% It depends on the class**
- 6.2% No preference**
- 2.1% Other**

21. Thinking about the different support services that are available at SBCC and the School of Extended Learning while you are enrolling, please indicate how important each one is to you, or if you have not used it? (n=97)

RANDOMIZE

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not important</u>	<u>Have not used</u>	<u>Don't know/Refused</u>
A. Enrollment or registration assistance by telephone	37.1%	24.7%	9.3%	24.7%	4.1%
B. Technical assistance by telephone (such as how to set up a Zoom session...)	35.1%	24.7%	13.4%	21.6%	5.2%
C. Community education center (immigration services)	26.8%	3.1%	24.7%	40.2%	5.2%
D. Career services or career counseling	34.0%	13.4%	12.4%	36.1%	4.1%
E. Student support services	38.1%	19.6%	8.2%	29.9%	4.1%
F. Assessment testing/placement	27.8%	10.3%	19.6%	36.1%	6.2%
G. Borrow or receive a laptop, hotspot, or another technology from an emergency grant	29.9%	13.4%	17.5%	34.0%	5.2%
H. Academic Counseling	28.9%	15.5%	16.5%	34.0%	5.2%
I. Computer tutoring	23.7%	19.6%	15.5%	36.1%	5.2%

22. Are there any other student support services or programs that are important to you that we did not discuss? (n=52)

- 7.7% Help with enrollment
- 5.8% Financial assistance
- 5.8% Don't know/ Refused
- 1.9% Career shift support
- 1.9% Internships
- 9.6% Other
- 67.3% None

To wrap things up, we just have a few background questions for statistical purposes only.

SA. Are there any languages spoken in your home other than English? If so, which ones?

- 30.9% Yes (please specify)**
- 63.8% No**
- 5.3% Don't know/Refused**

Yes: (n=47)

- 72.3% Spanish**
- 6.4% French**
- 4.3% Portuguese**
- 4.3% Chinese**
- 4.3% German**
- 8.5% Other**

SB. What ethnic group do you consider yourself a part of or feel closest to? (IF HESITATE, READ):

- 59.2% White**
- 23.7% Hispanic or Latinx**
- 6.6% Asian**
- 1.3% Black or African American**
- 0.7% Pacific Islander**
- 0.7% American Indian/ Alaskan Native**
- 2.6% Other**
- 5.3% Don't know/Refused**

SC. What is your Gender?

- 69.7% Female**
- 26.3% Male**
- 3.9% Non-Binary**

Those are all of the questions we have for you. Thank you very much for participating!

First Name of Respondent _____

Phone: _____

Date of Interview: _____

Name of Interviewer: _____

Time of Interview: _____

Type of Interview

- 1 Online Panel (Potential)
- 2 Online email-invite from adult school (Current)
- 3 Phone (Potential)
- 4 Paper