

# MEMORANDUM

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To: Brandi Asmus, Agriculture Tech & Sciences Faculty, Woodland Community College

From: Ebony J. Benzing, Research Manager, North/Far North Center of Excellence

Date: Thursday, September 30, 2021

Re: Program endorsement request for Agriculture Business certificate at Woodland

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## Background

Woodland Community College contacted the North (Greater Sacramento) Center of Excellence to request labor market information for modifications to its existing Agriculture Business certificate program (TOP 0112.00). The college is replacing one course in the certificate pathway with a course in Business Law.

This memo provides an analysis of occupational demand and program supply data to assess labor market gaps. Data is provided for the seven-county North subregion and comes from EMSI. Occupations are aligned to career education programs using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and the ONet OnLine education crosswalk.

## Findings

- The North (Greater Sacramento) region held more than 11,000 agriculture business jobs in 2020. Jobs are projected to grow by 3%, adding 300 new jobs to the subregion by 2025.
- Over the next five years, agriculture business occupations are projected to have 1,121 annual openings in the North (Greater Sacramento) region.
- Wage data shows that substance abuse counseling occupations earn more than the subregion's living wage of \$14.53 per hour.
- North (Greater Sacramento) community college programs conferred an average of 2 awards (certificates and associate degrees) in agriculture business, sales, and service programs over the last three academic years (2017-18 through 2019-20).

## Recommendations

- The North (Greater Sacramento) Center of Excellence recommends that Woodland modify its Agriculture Business program.

Please contact Ebony Benzing, COE Research Manager, for further information at [Ebony.Benzing@losrios.edu](mailto:Ebony.Benzing@losrios.edu) or 916-563-3215.

**Exhibit 1. Summary of entry-level work requirements by occupation**

Occupation	Typical Entry-Level Education	Work Experience Requirements	Typical On-the-job Training Required	Entry-level Hourly Wage
Farmers, Ranchers, and Other Agricultural Managers	HS diploma or equivalent	Five years or more	None	\$16.45
Buyers and Purchasing Agents	Bachelor's degree	None	Moderate-terms on-the-job training	\$44.36
Agricultural and Food Science Technicians	Associate's degree	None	Moderate-terms on-the-job training	\$32.62
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	HS diploma or equivalent	None	Moderate-terms on-the-job training	\$43.55

**Exhibit 2. Occupational employment and projected demand, 2020-2025**

Occupation	2020 Jobs	2025 Jobs	2020-2025 Projected Change	2020-2025 Projected % Change	2020-2025 Annual Openings
Farmers, Ranchers, and Other Agricultural Managers	2,229	2,270	41	2%	227
Buyers and Purchasing Agents	2,129	2,514	25	1%	198
Agricultural and Food Science Technicians	385	394	9	2%	45
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,516	6,720	226	3%	651
<b>North (Greater Sacramento)</b>	<b>11,259</b>	<b>11,559</b>	<b>300</b>	<b>3%</b>	<b>1,121</b>

**Exhibit 3. North (Greater Sacramento) program supply, 2017-18 through 2019-20**

Program - TOP/CIP Code	College	Annual Awards 2017-18	Annual Awards 2018-19	Annual Awards 2019-20	3-Yr Annual Awards Average
<b>Agriculture Business, Sales, and Service (0112.00)</b>	Cosumnes River	-	1	1	1
	Woodland	2	-	2	1
<b>Subtotal</b>		<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>
<b>Grand Total</b>		<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>

**Sources**

- Emsi. 2021.3; QCEW Employees, Non-QCEW Employees, and Self-Employed. <https://www.economicmodeling.com/>. EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors).
- Integrated Postsecondary Education Data System (IPEDS). National Center for Education Statistics. U.S. Department of Education. <https://nces.ed.gov/ipeds/>.
- "Labor Insight Real-Time Labor Market Information Tool." Burning Glass Technologies. <http://www.burning-glass.com>.
- Management Information Systems (MIS) Data Mart. California Community Colleges Chancellor's Office. <https://datamart.cccco.edu/>.