



Environmental Scan

**Educational Master Plan 2022-2028
College of Alameda**

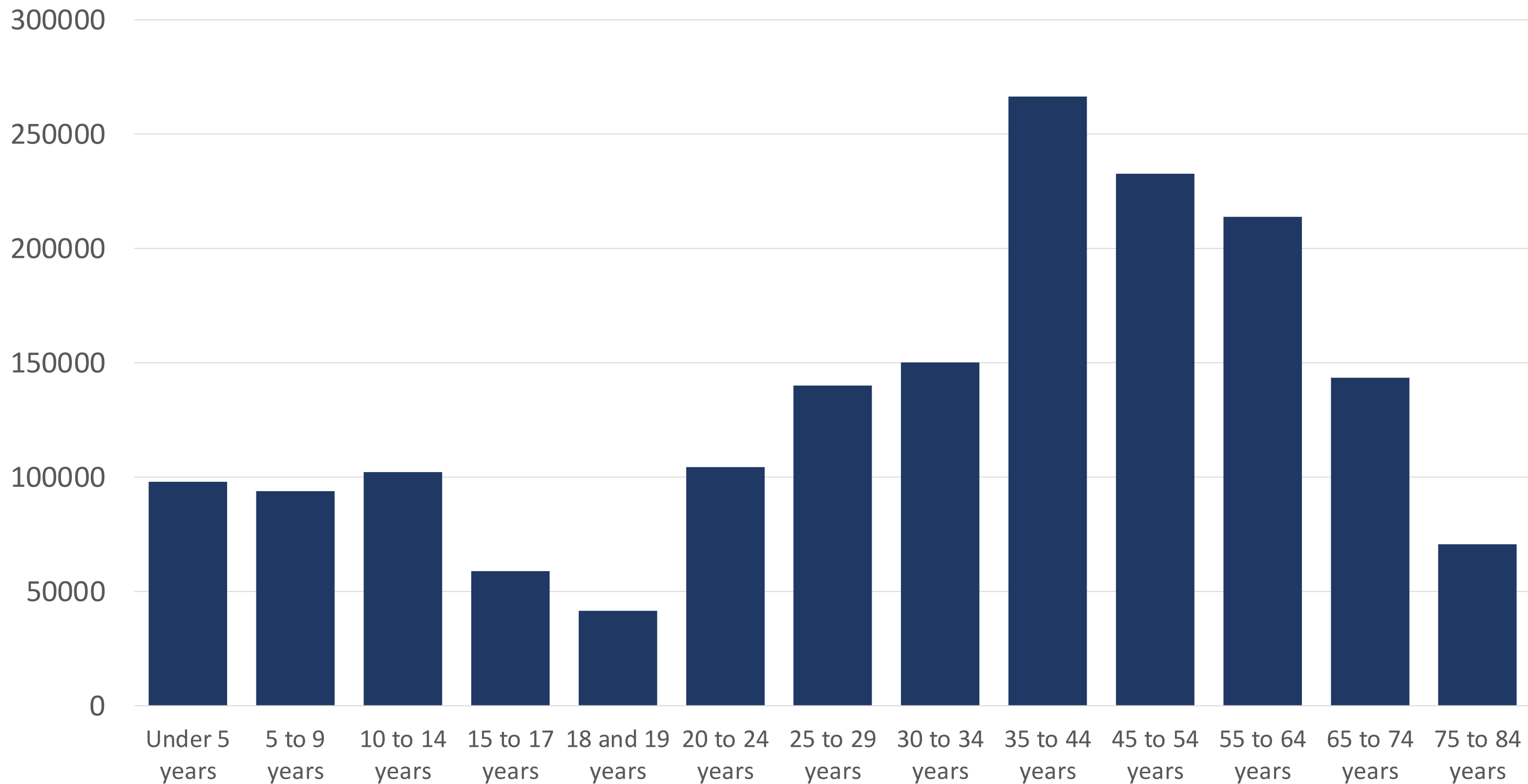
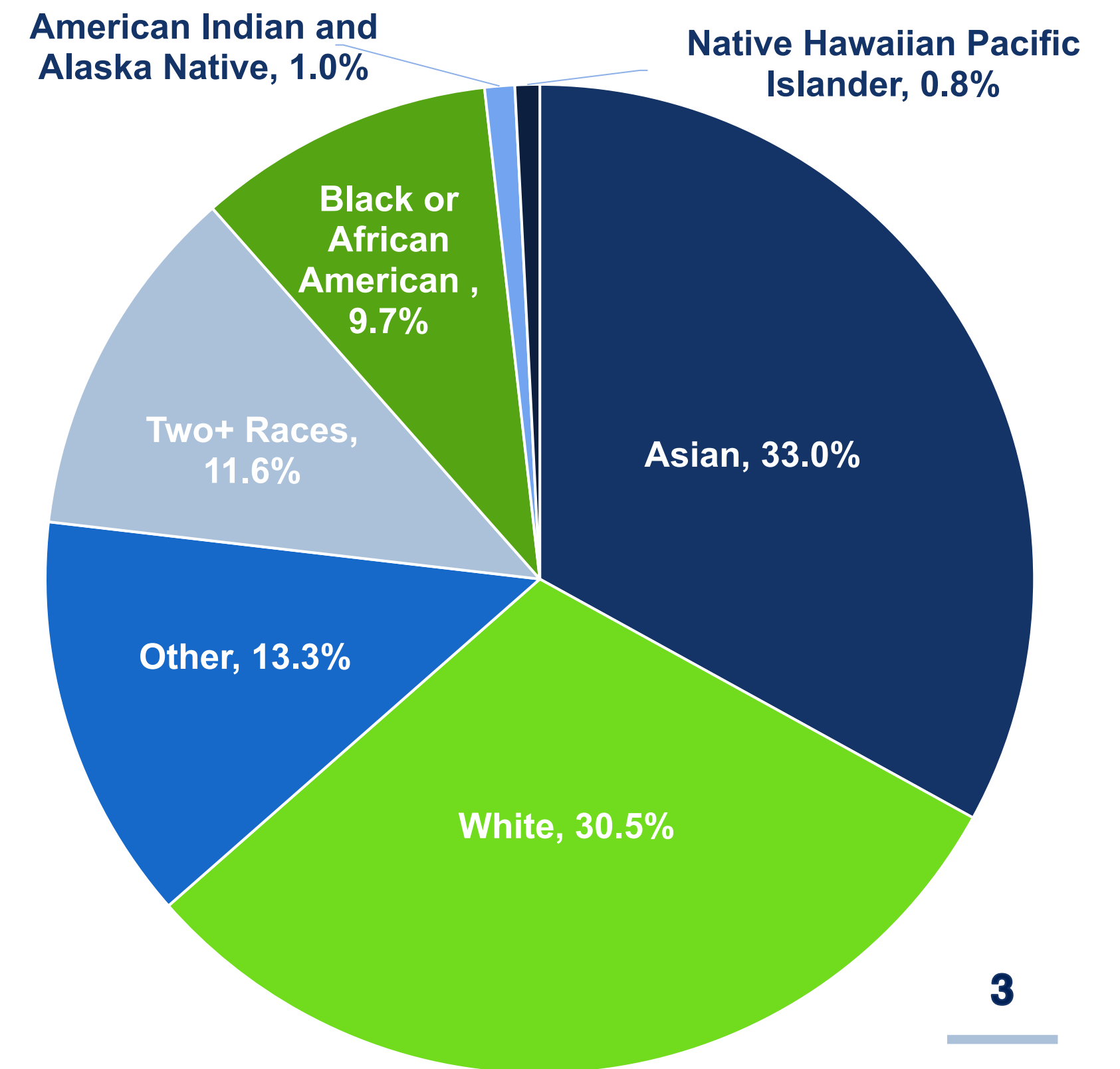
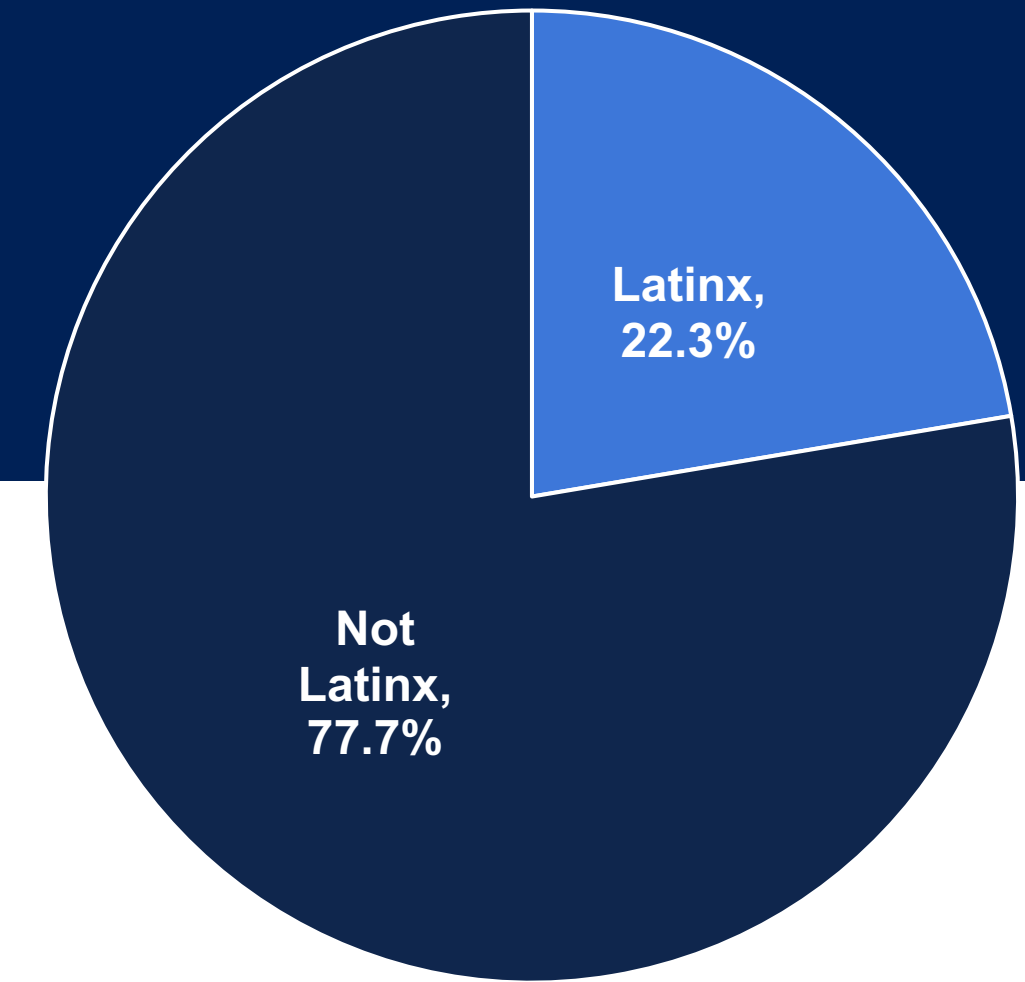


Who lives and works in your service area?

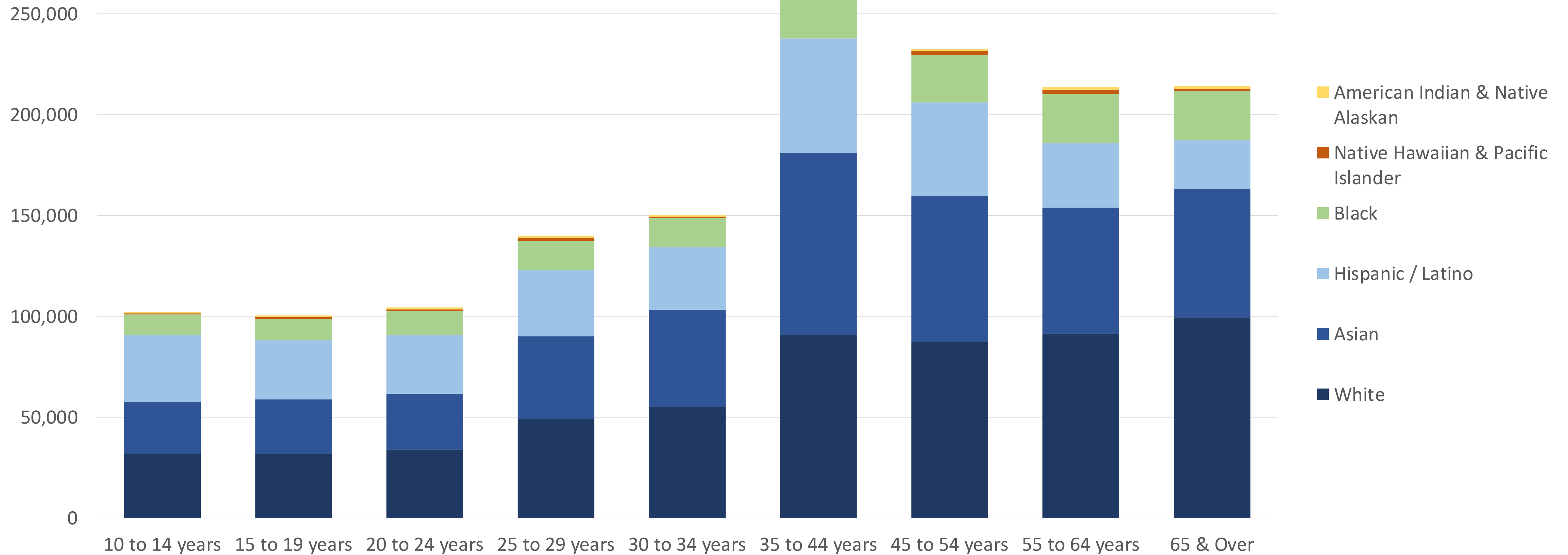
Alameda County

In the following section, we review local demographics to help identify opportunities for expanding enrollment and understanding equity gaps.

Population Overview and Measures



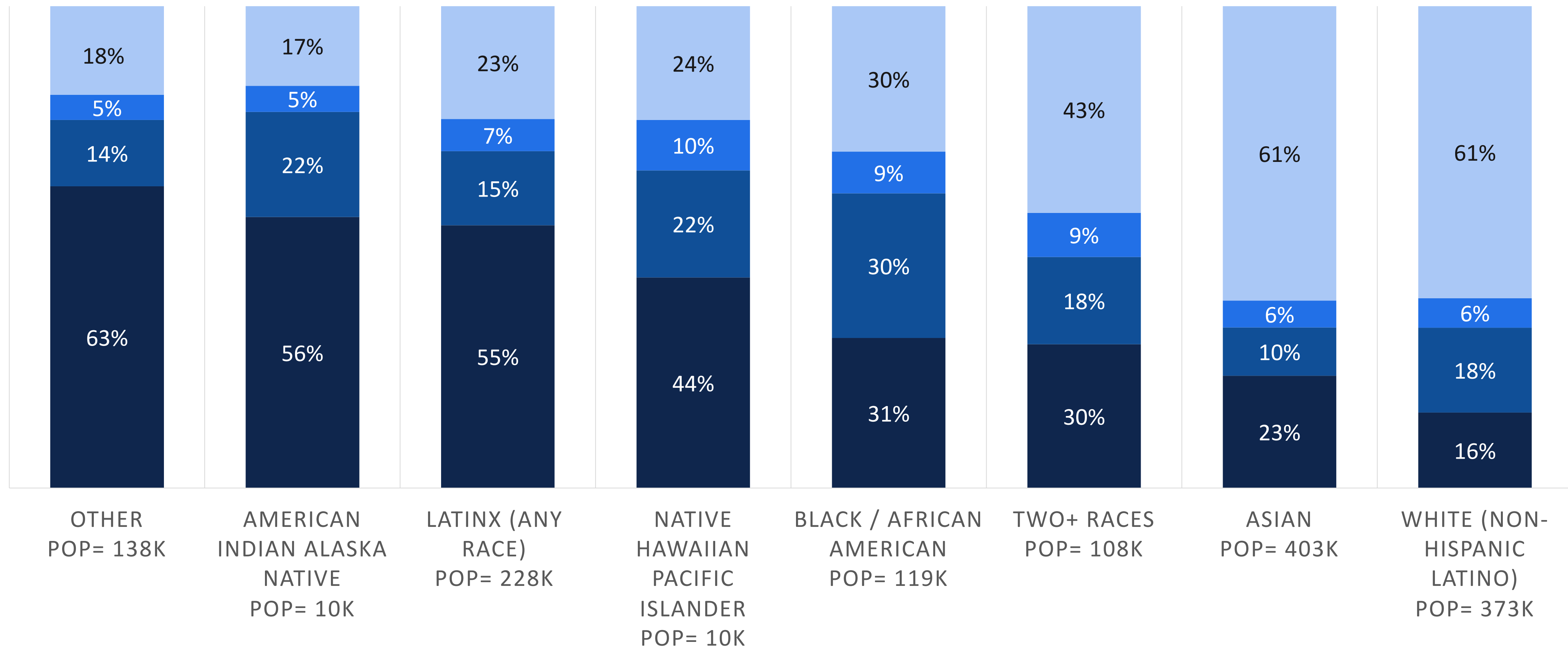
In 2020, working age (35–44) Hispanic and Asian populations were larger than White and Black populations in Alameda County.



Education Attainment by Race in Alameda County

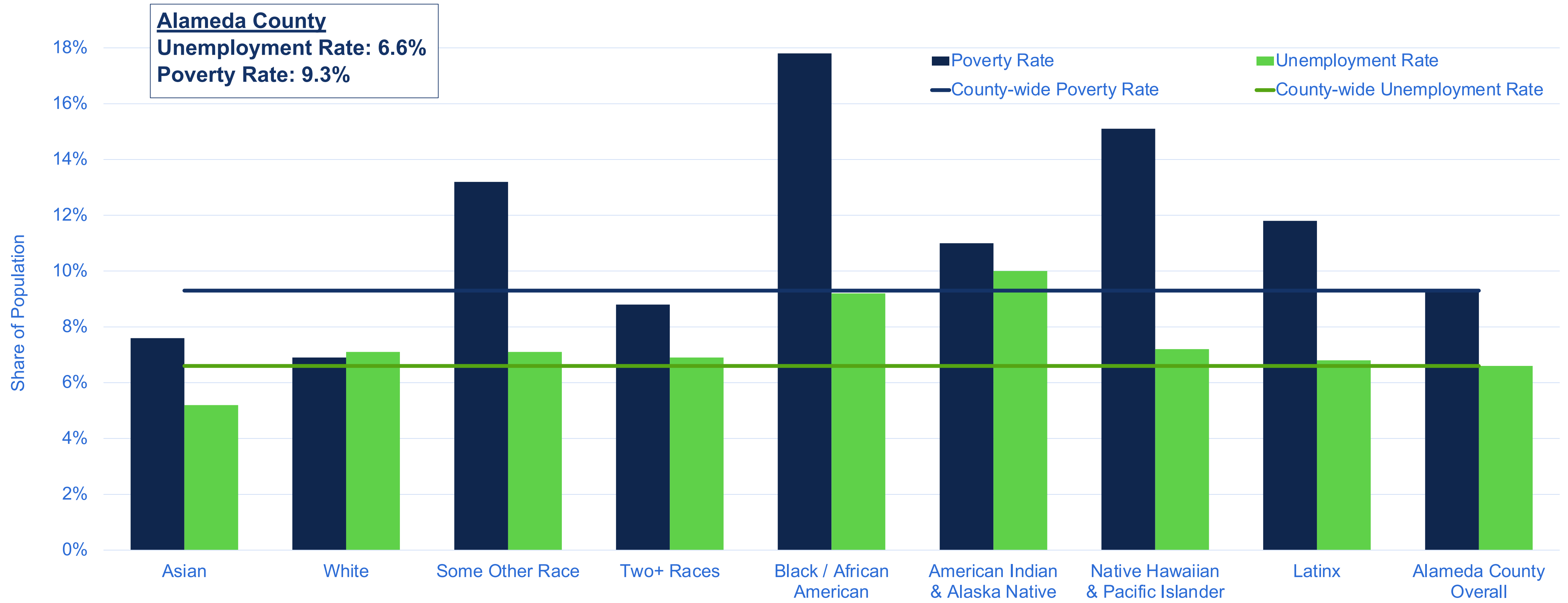
23% of Latinx and 30% of Black/African American adults have a bachelor's degree compared to 61% of Asian and White adults.

A large share of the Black/African American population has some college.

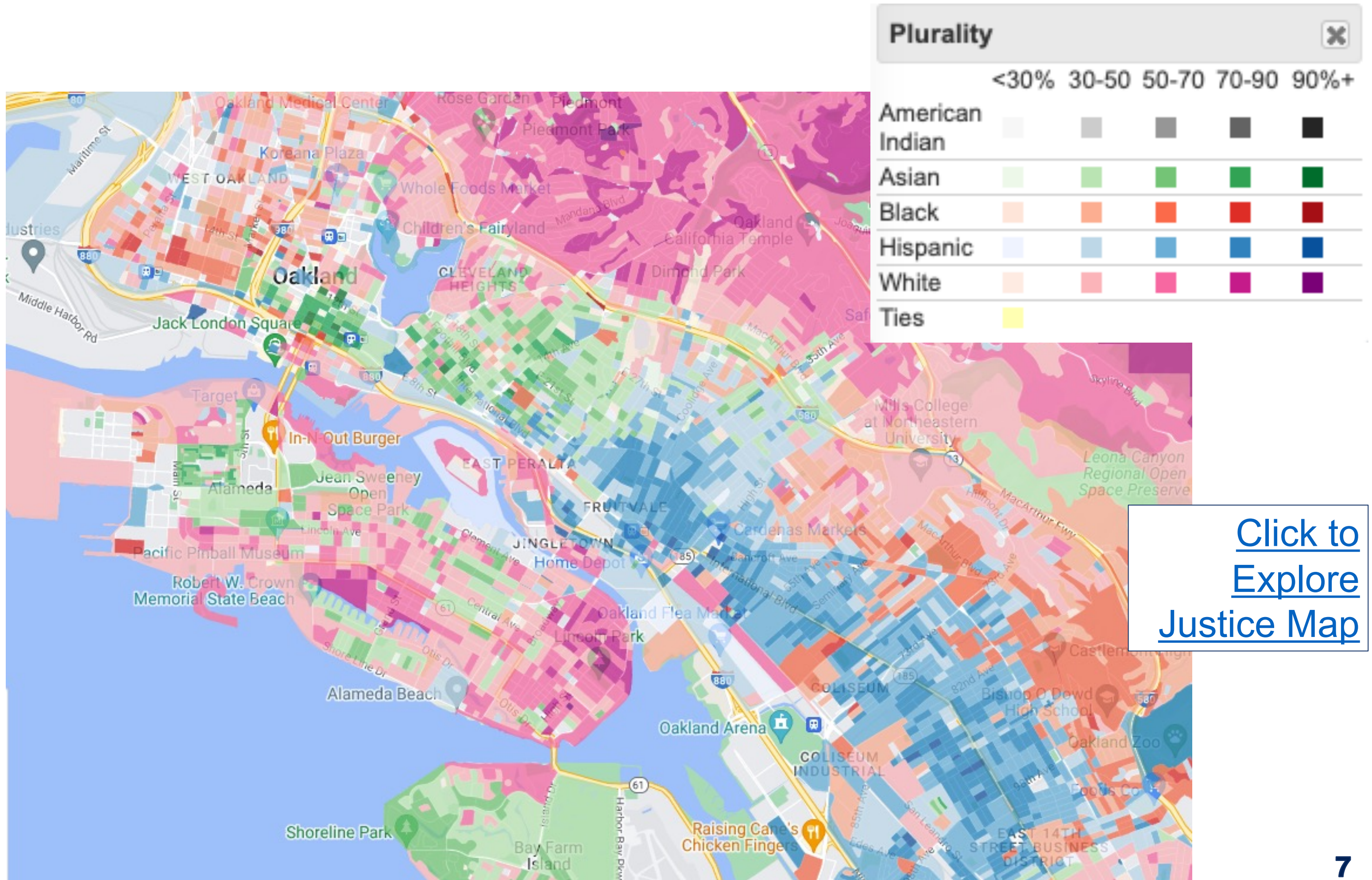
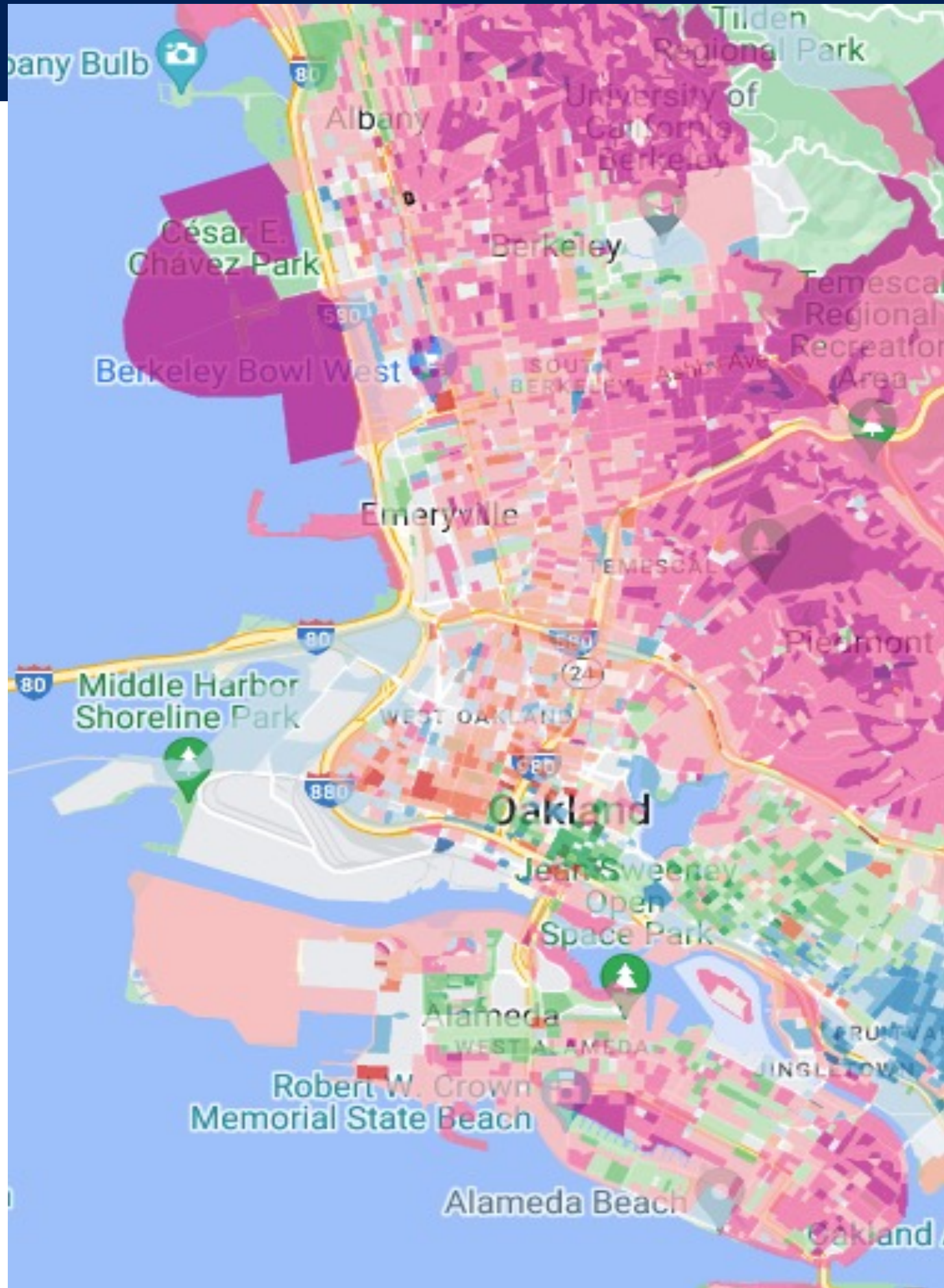


■ High School/GED ■ Some college ■ Associate degree ■ Bachelor's degree or more

Unemployment and Poverty by Race and Ethnicity



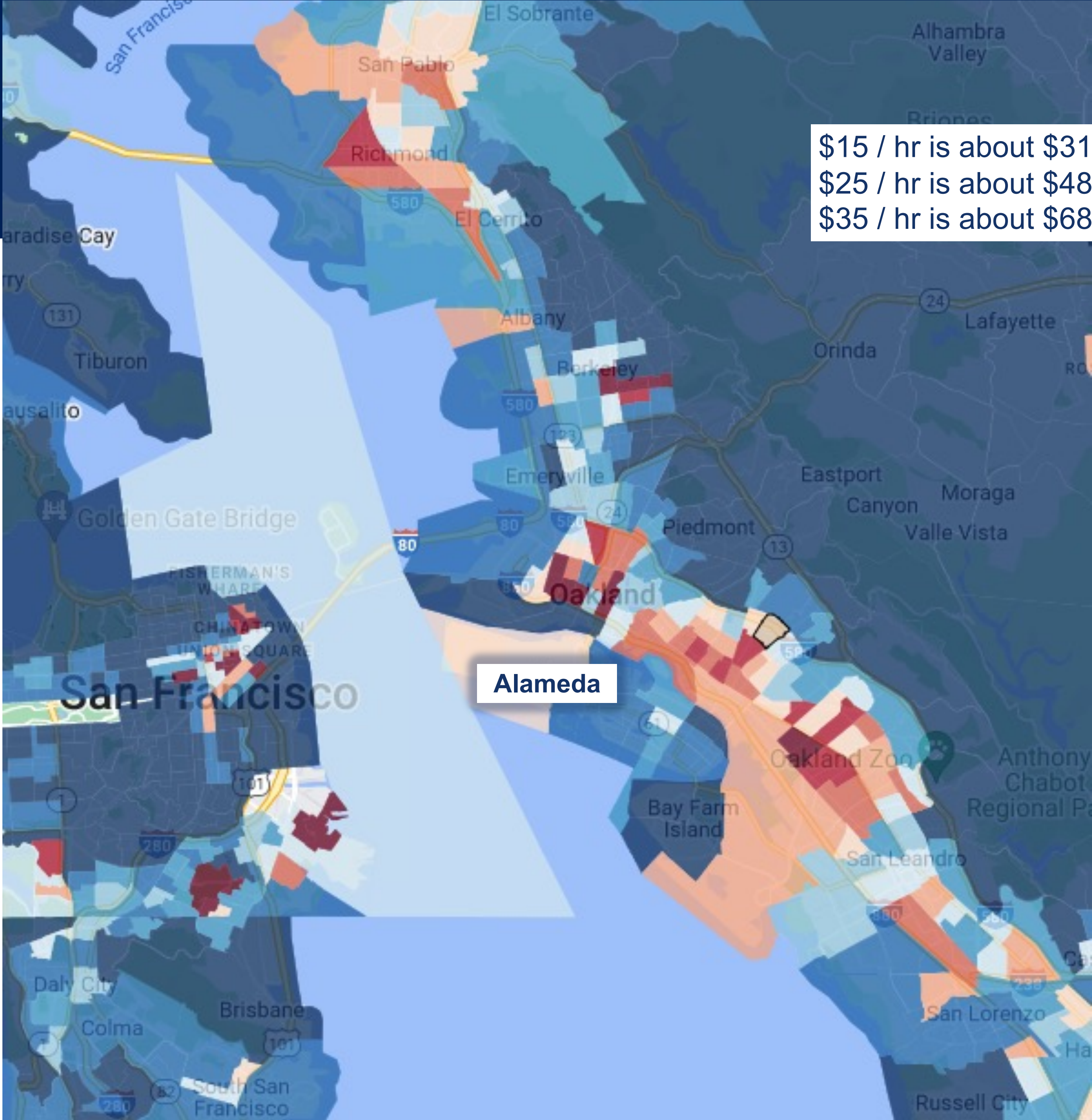
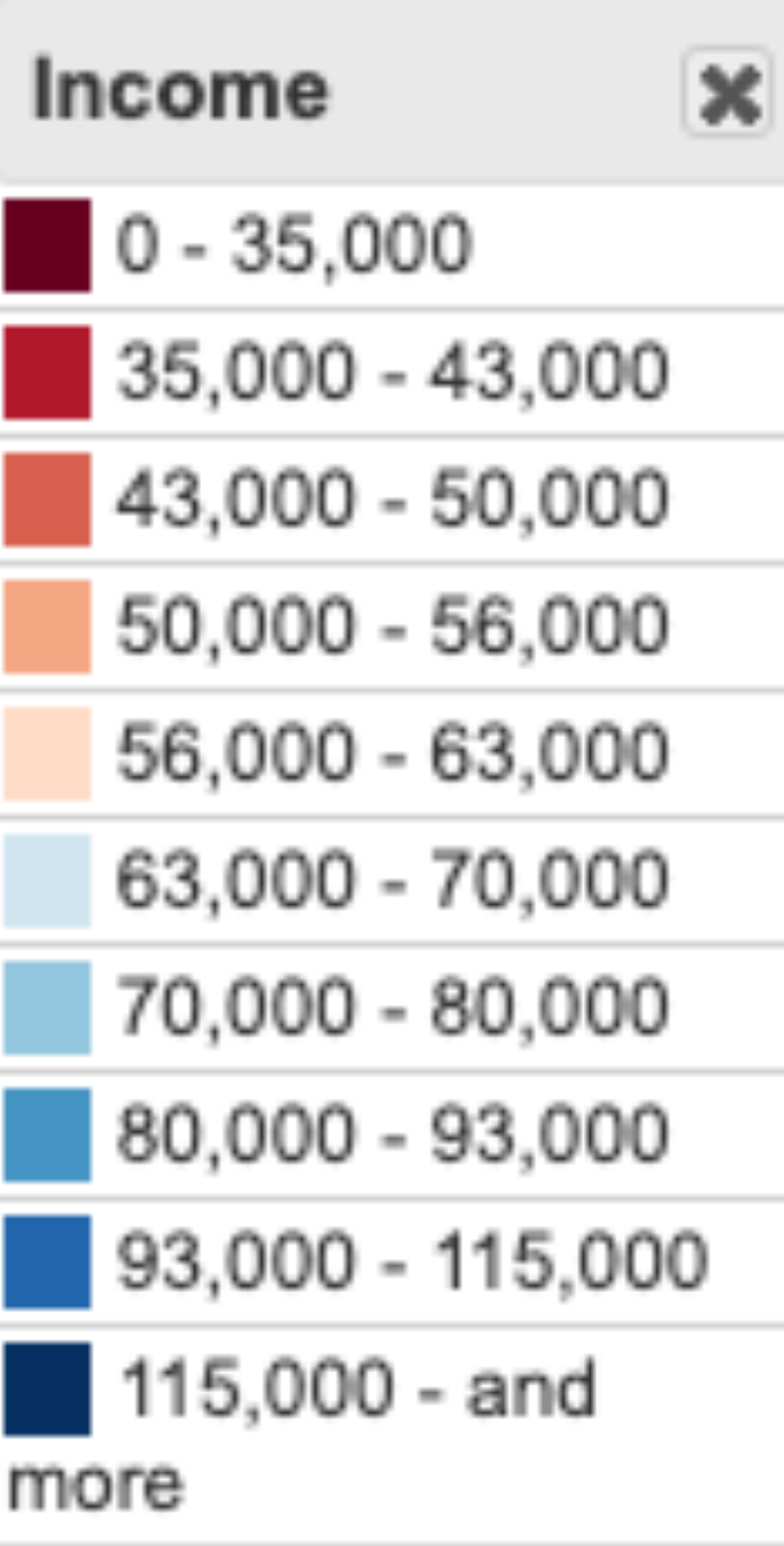
Alameda County Race/Ethnicity Plurality Heat Map



[Click to Explore Justice Map](#)

Alameda County Median Income Heat Map

\$15 / hr is about \$31k annually
 \$25 / hr is about \$48k annually
 \$35 / hr is about \$68k annually





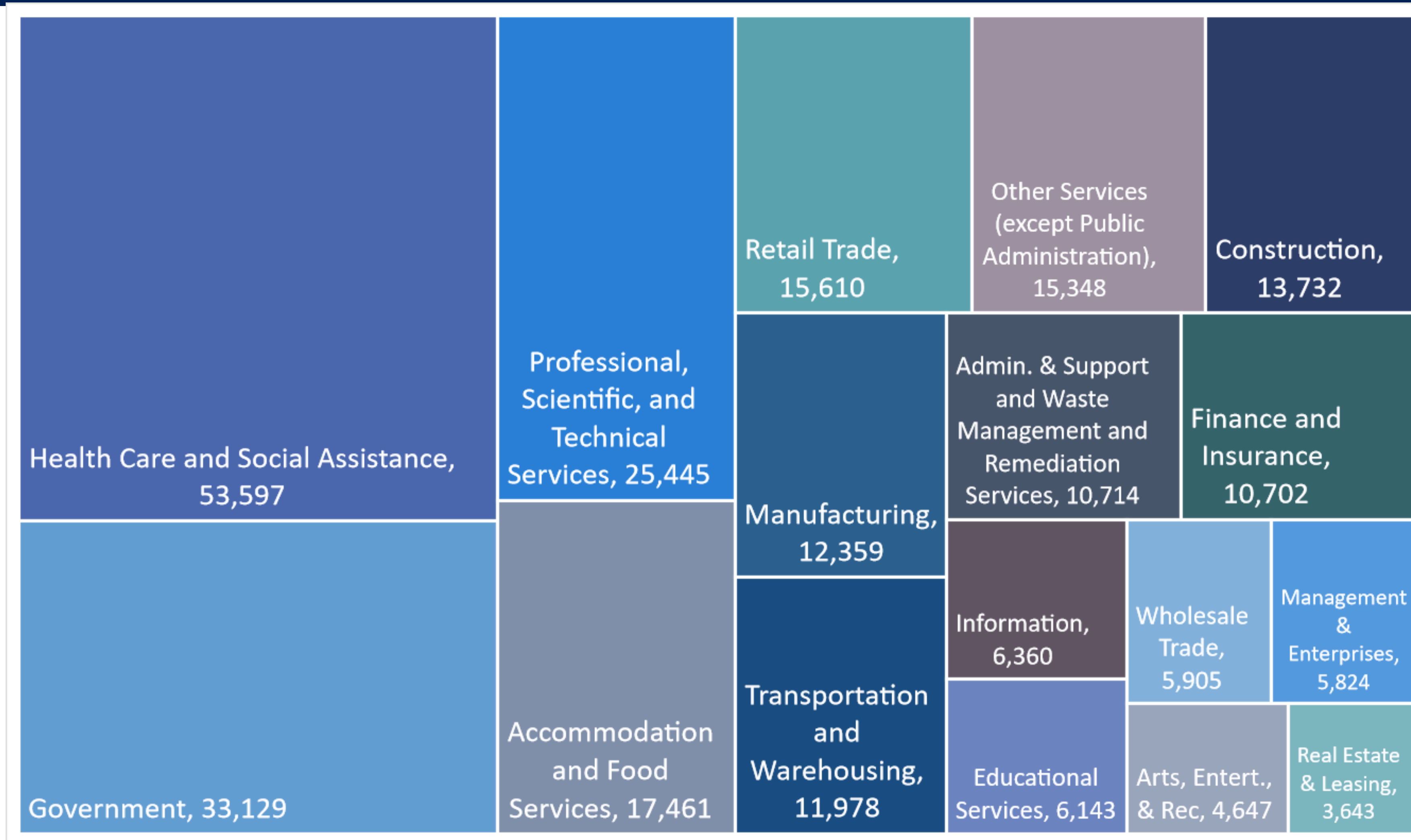
What are the economic opportunities in your service area?

Cities of Alameda, Oakland

The slides in this section intend to help identify opportunities for aligning pathways with high-wage, high-demand jobs in your service area.

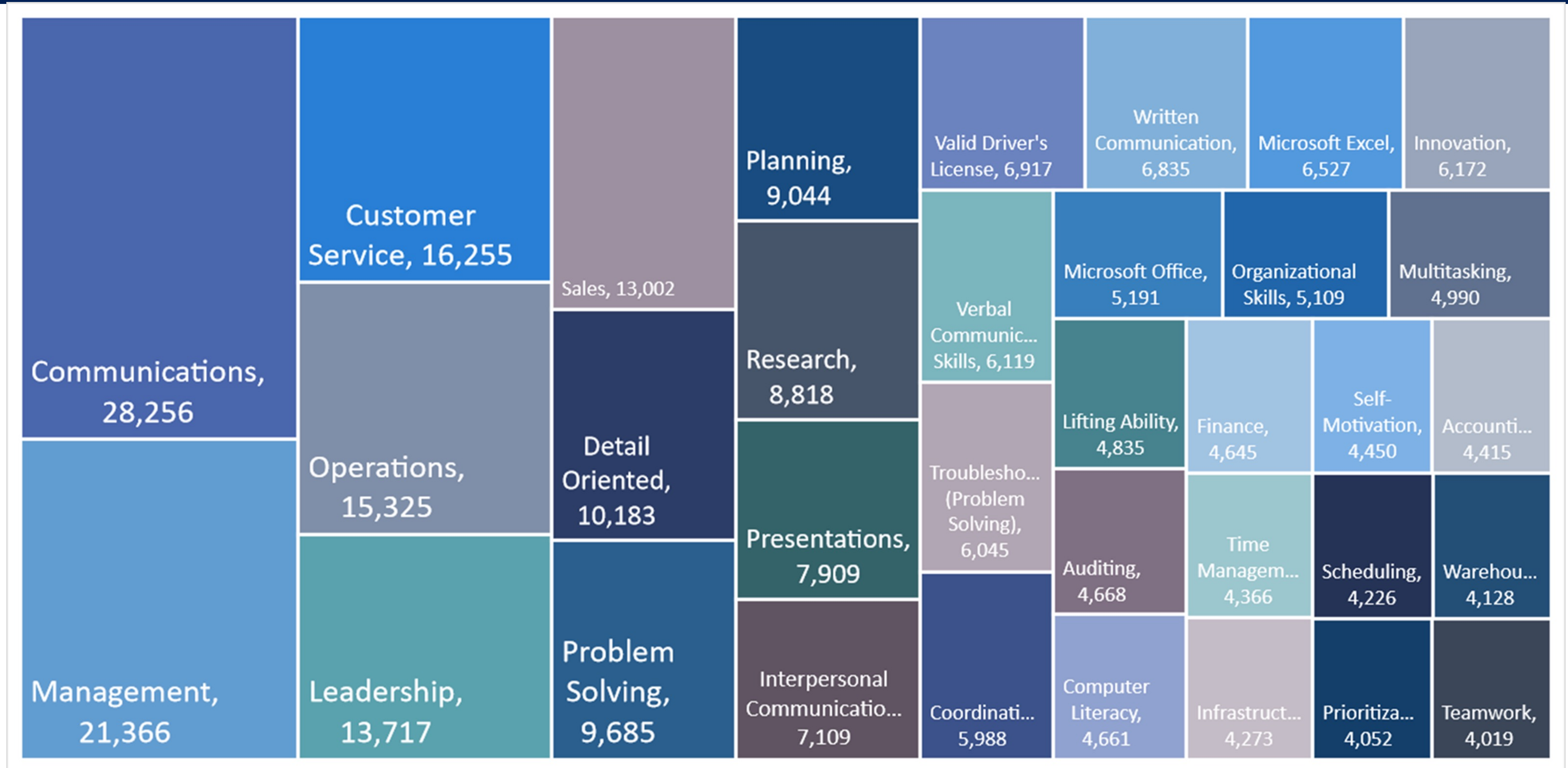
Largest Industry Sectors

Service Area: Oakland, Alameda



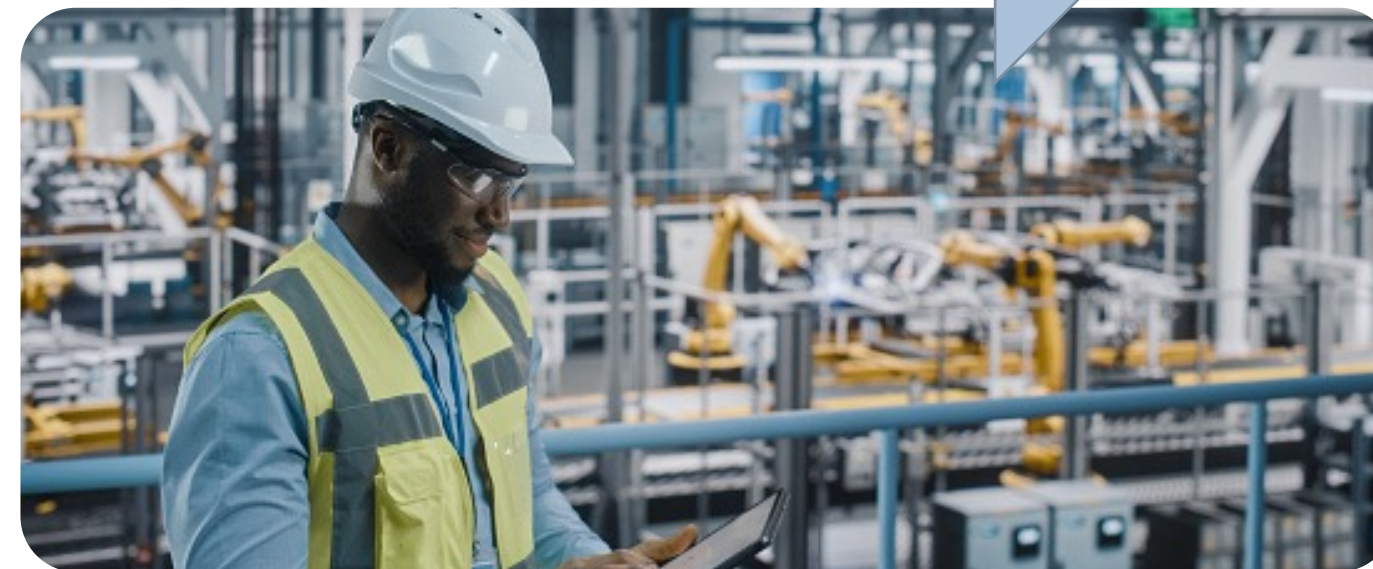
Top Skills in Your Local Job Postings

Service Area: Alameda County



Common Skills that increase a student's value in the labor market

Key Equity Strategy : Ensure students can articulate the transferable skills they have learned, and those skills are contextualized to local industry



Verbal and written communication

Digital Literacy

Management, Operations & Leadership Skills

What is the living wage in your area?

\$15 / hr is about \$31k annually
\$25 / hr is about \$48k annually
\$35 / hr is about \$68k annually

MIT Living Wage Calculator

The living wage shown is the hourly rate that an **individual** in a household must earn to support his or herself and their family. The assumption is the sole provider is working full-time (2,080 hours per year). The tool provides information for individuals and households with one or two working adults and zero to three children.

2022 Alameda County:

The living wage for one adult with no children: **\$24.26**

CA Insight Center: Family Needs Calculator

2021 Alameda County:

The living wage for one adult with no children: **\$20.66**

Wages per hour for one person with 0–3 children (MIT)

	1 ADULT			
	0 Children	1 Child	2 Children	3 Children
Living Wage	\$24.26	\$49.56	\$62.38	\$84.34
Poverty Wage	\$6.19	\$8.38	\$10.56	\$12.74
Minimum Wage	\$15.00	\$15.00	\$15.00	\$15.00

Which living-wage middle-skills jobs are projected to grow over the next five years? Service Area: Alameda, Oakland

This table includes jobs that require **some college, a credential or an associate's degree.**

Largest Occupations	2021 Median Hourly Earnings	2022 Jobs	2027 Jobs	Job Growth
Heavy and Tractor-Trailer Truck Drivers	\$27.21	2,534	2,540	0%
Medical Assistants	\$25.31	2,115	2,345	11%
Bookkeeping, Accounting, and Auditing Clerks	\$25.01	2,071	2,039	-2%
Nursing Assistants	\$20.67	1,642	1,744	6%
Teaching Assistants, Except Postsecondary	\$20.87	1,621	1,649	2%
Licensed Practical and Licensed Vocational Nurses	\$34.06	1,138	1,230	8%
Preschool Teachers, Except Special Education	\$19.92	1,122	1,149	2%
Paralegals and Legal Assistants	\$31.54	913	950	4%
Hairdressers, Hairstylists, and Cosmetologists	\$15.52	893	904	1%
Automotive Service Technicians and Mechanics	\$28.59	873	859	-2%
Health Technologists and Technicians, All Other	\$27.76	678	750	11%
Computer User Support Specialists	\$32.17	660	690	5%
Emergency Medical Technicians	\$18.58	553	575	4%
Dental Assistants	\$25.86	511	535	5%
Manicurists and Pedicurists	\$15.38	501	496	-1%

Which high-wage middle-skills jobs are projected to grow over the next five years? Service Area: Alameda, Oakland

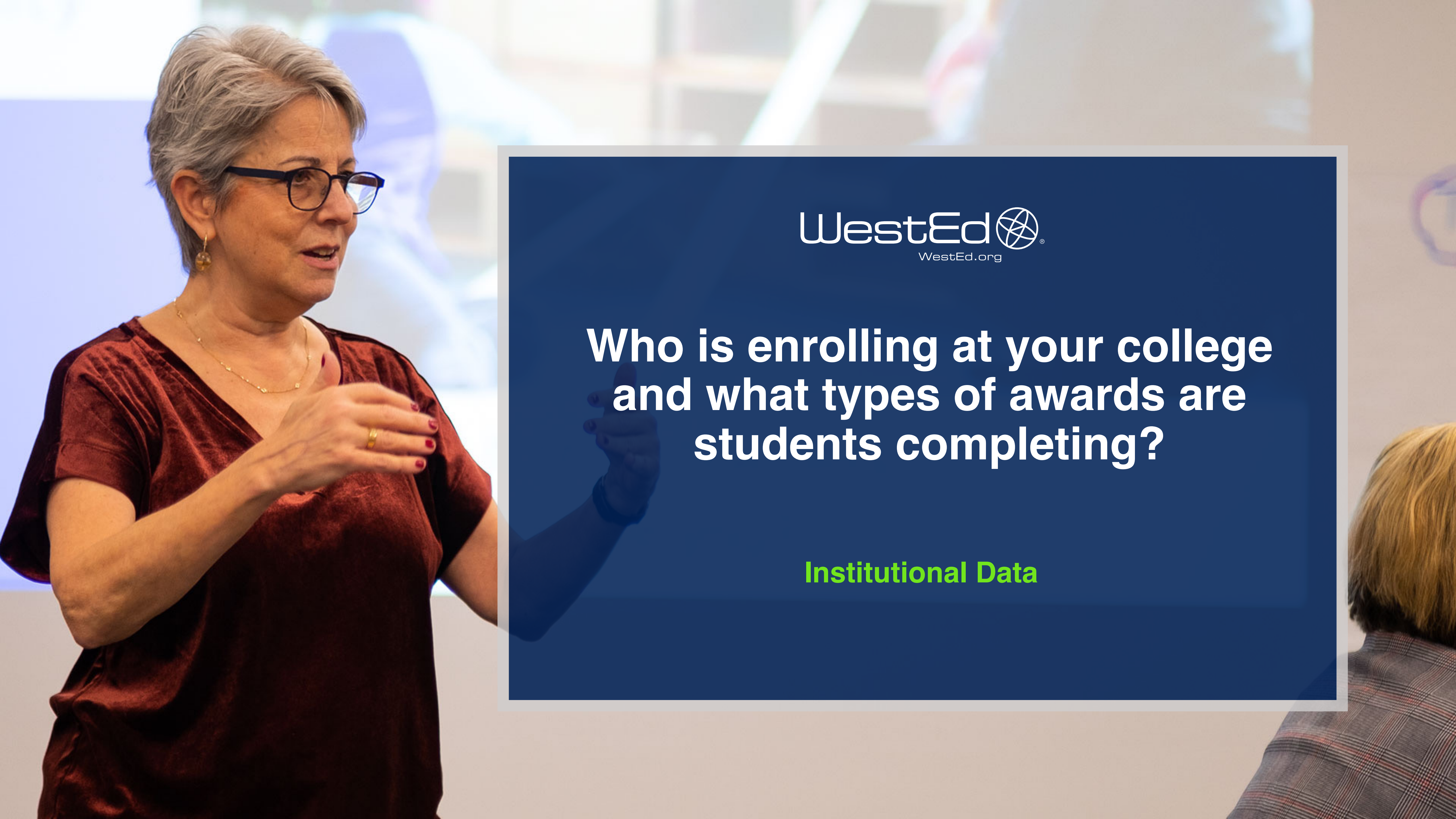
This table includes the **highest-paying jobs** that require **some college, a credential or an associate's degree.**

Highest Paying Occupations	2021 Median Hourly Earnings	2022 Jobs	2027 Jobs	Job Growth
Air Traffic Controllers	\$77.62	45	46	2%
Radiation Therapists	\$72.18	27	28	4%
Nuclear Medicine Technologists	\$65.57	29	29	0%
First-Line Supervisors of Firefighting and Prevention Workers	\$61.06	98	100	2%
Dental Hygienists	\$57.80	270	281	4%
Electrical & Electronics Repairers, Powerhouse, Substation, & Relay	\$57.23	12	13	8%
Court Reporters and Simultaneous Captioners	\$56.72	65	66	2%
Diagnostic Medical Sonographers	\$56.10	152	161	6%
Magnetic Resonance Imaging Technologists	\$56.05	48	50	4%
Respiratory Therapists	\$53.78	324	329	2%
Radiologic Technologists and Technicians	\$52.90	439	459	5%
Captains, Mates, and Pilots of Water Vessels	\$51.87	283	323	14%
Avionics Technicians	\$51.27	42	45	7%
Commercial Divers	\$51.23	11	11	0%
Web and Digital Interface Designers	\$50.62	217	225	4%

Which living-wage bachelor's degree jobs provide a career pathway for high-demand jobs requiring some college? Service Area: Alameda, Oakland

This table includes jobs that require a **bachelor's degree**.

Largest Occupations	2021 Median Hourly Earnings	2022 Jobs	2027 Jobs	Job Growth
Registered Nurses	\$72.86	7,498	7,619	2%
General and Operations Managers	\$55.32	4,169	4,269	2%
Software Developers	\$69.75	3,133	3,382	8%
Business Operations Specialists, All Other	\$37.69	2,838	2,908	2%
Managers, All Other	\$61.48	2,549	2,622	3%
Management Analysts	\$49.00	2,498	2,633	5%
Accountants and Auditors	\$42.47	2,133	2,173	2%
Market Research Analysts and Marketing Specialists	\$41.33	1,844	1,964	7%
Elementary School Teachers, Except Special Education	\$43.04	1,784	1,803	1%
Financial Managers	\$72.18	1,656	1,718	4%
Computer and Information Systems Managers	\$88.79	1,611	1,621	1%
Secondary School Teachers, Except Special and Career/Technical Education	\$46.61	1,509	1,526	1%
Project Management Specialists	\$52.49	1,411	1,461	4%
Computer Occupations, All Other	\$54.50	1,401	1,410	1%
Human Resources Specialists	\$39.11	1,379	1,427	3%

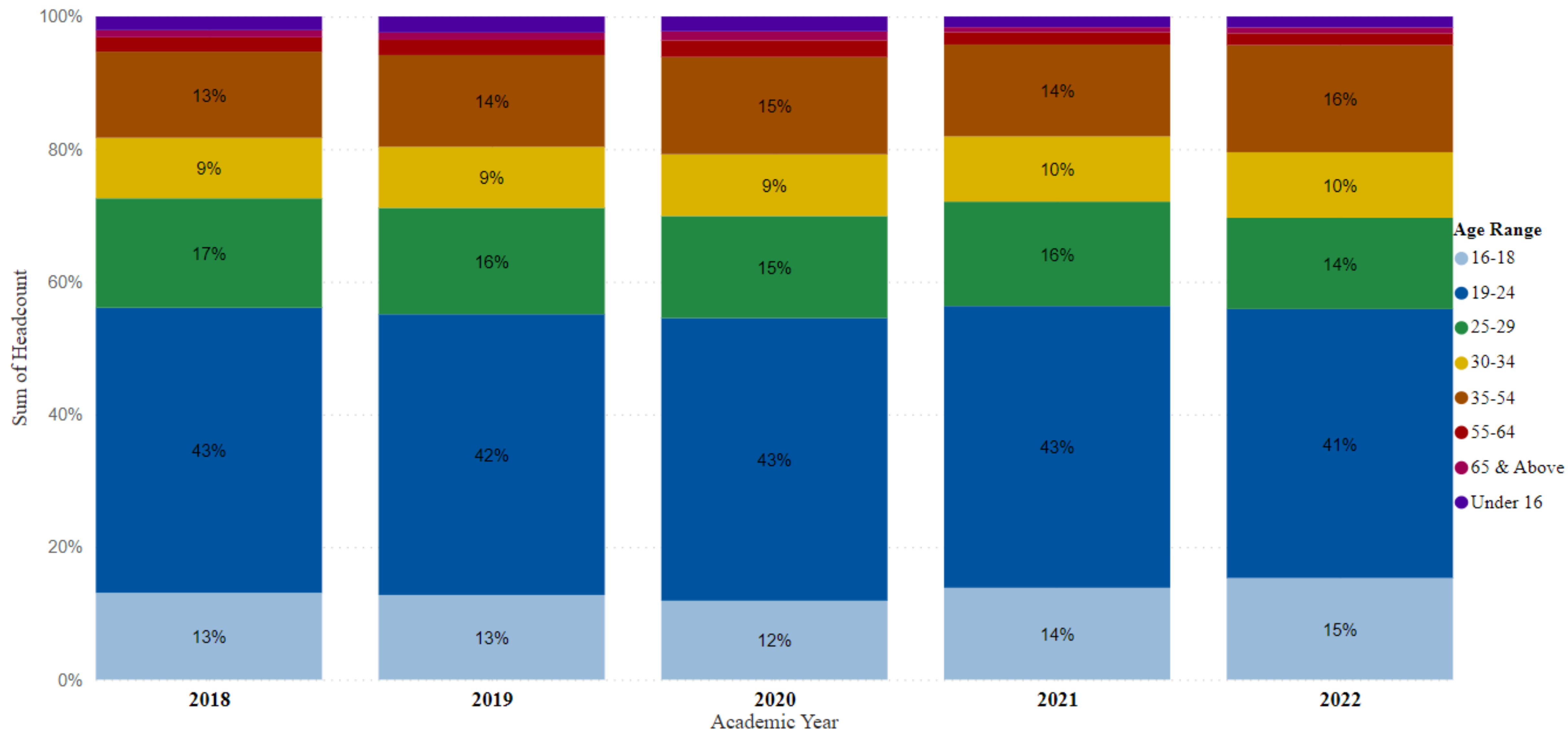


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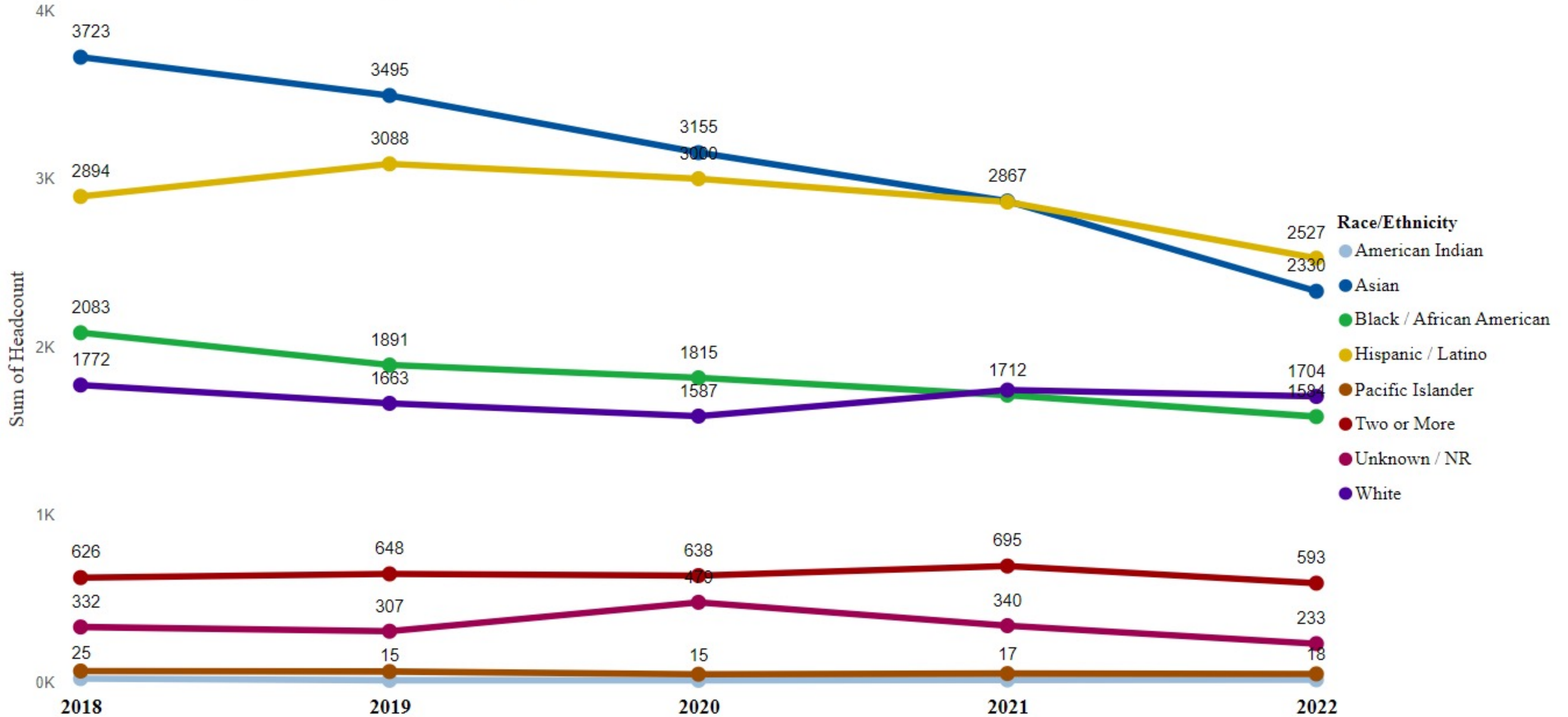
**Who is enrolling at your college
and what types of awards are
students completing?**

Institutional Data

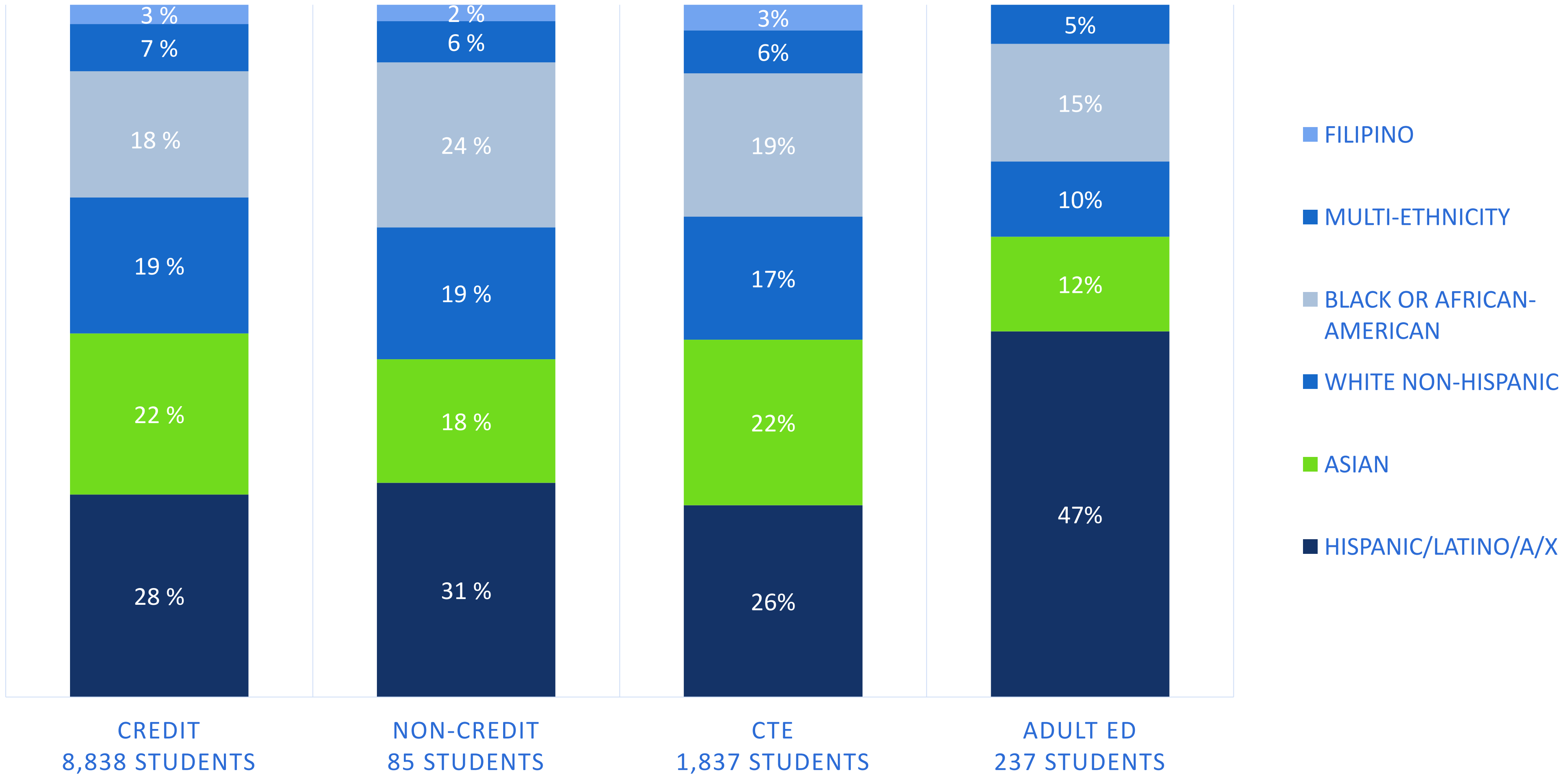
Percentage distribution of CoA enrolled students, by year and age range



Enrollment headcount, by race/ethnicity: 2018 through 2022



Which students are enrolling in credit, non-credit, CTE, or Adult Ed?



What types of awards are students completing at College of Alameda?

AY 2019/20	Credit awards		Certificates awarded		CTE awards	
Asian	37%	78	31%	73	31%	44
Hispanic/Latinx	22%	46	23%	54	23%	33
White	16%	33	19%	43	23%	33
Black/African American	13%	28	12%	28	12%	17
Unknown	13%	27	10%	23	-	-
American Indian/Alaskan Native	-	-	-	-	-	-
Filipino	-	-	5%	11	-	-
Pacific Islander/Native Hawaiian	-	-	-	-	-	-
Two or More Races	-	-	-	-	-	-
Total		212		232		143

*Credit Awards: number of unduplicated students who earned any associate degree

*Certificate award includes chancellor's approved credit or noncredit certificate

*CTE Awards include associate degrees and certificates and noncredit awards

*Adult Education Data is for the Northern Alameda Consortium

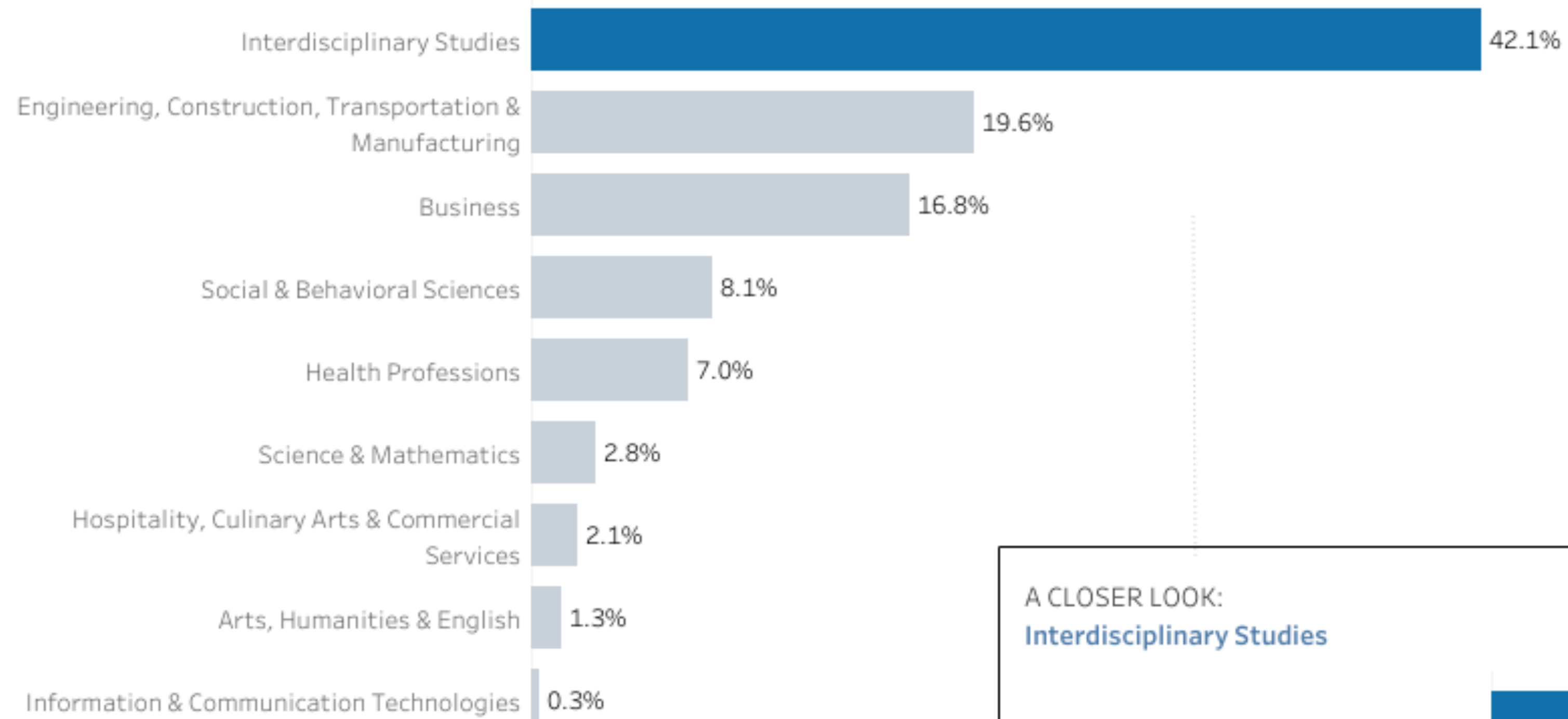
* Data displayed from Cal-PASS Plus/Launchboard Community College Pipeline and Adult Education Pipeline

*Masked Values are not displayed

Award Type

CALIFORNIA COMMUNITY COLLEGES

Completions: Meta Majors and Interdisciplinary Studies



Year
2020

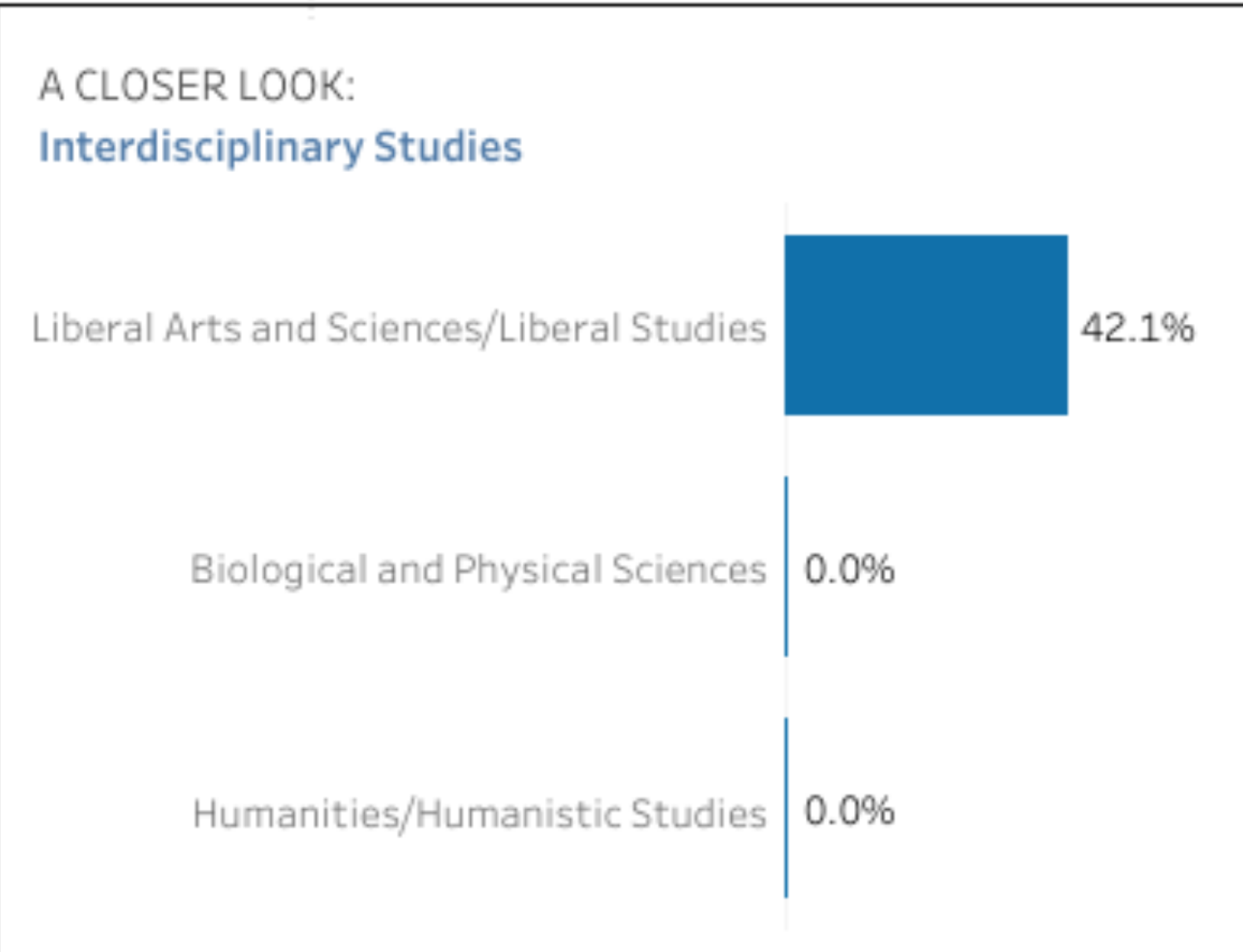
Award Level
(All)

Region
(All)

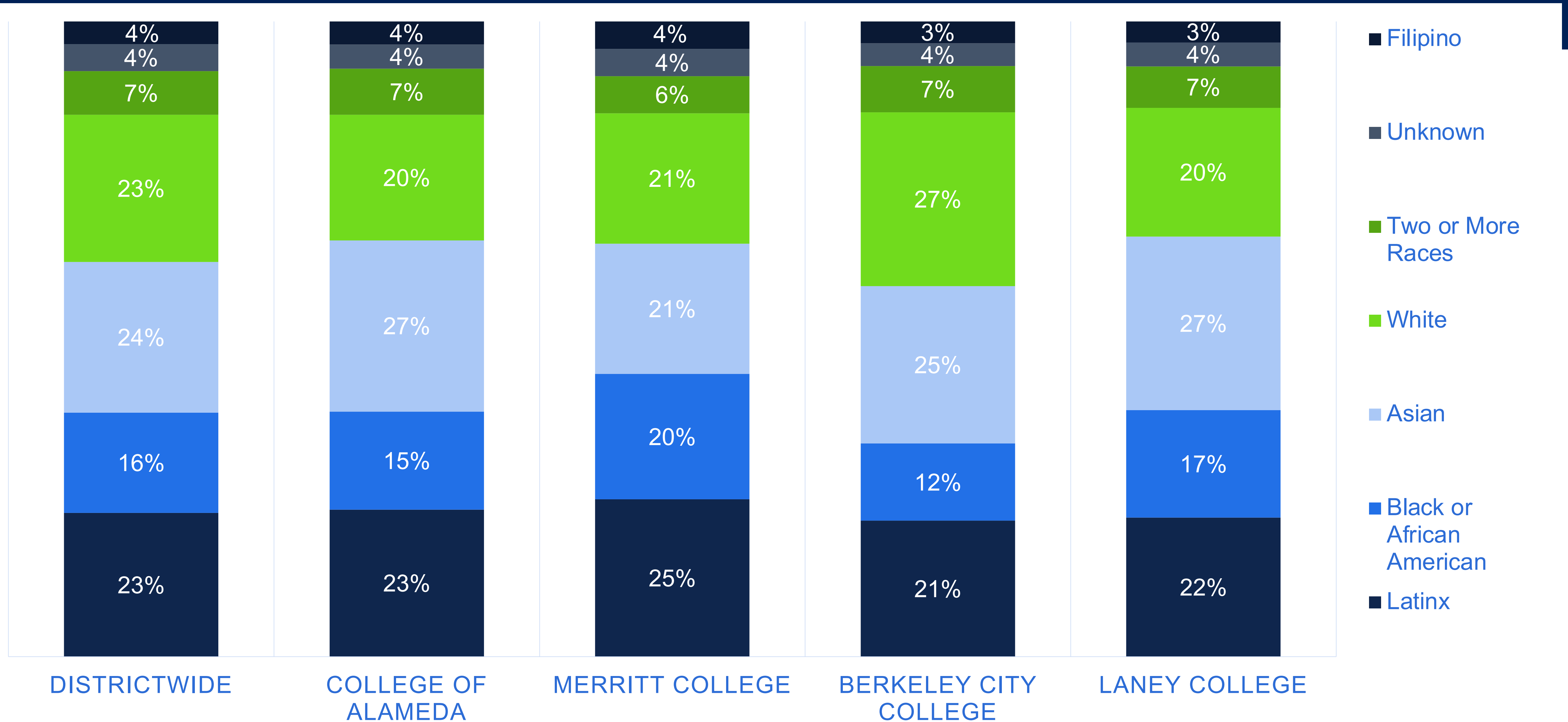
Institution Name
College of Alameda

Race*
(All)

Sex*
(All)



Who transfers to 4-year institutions?



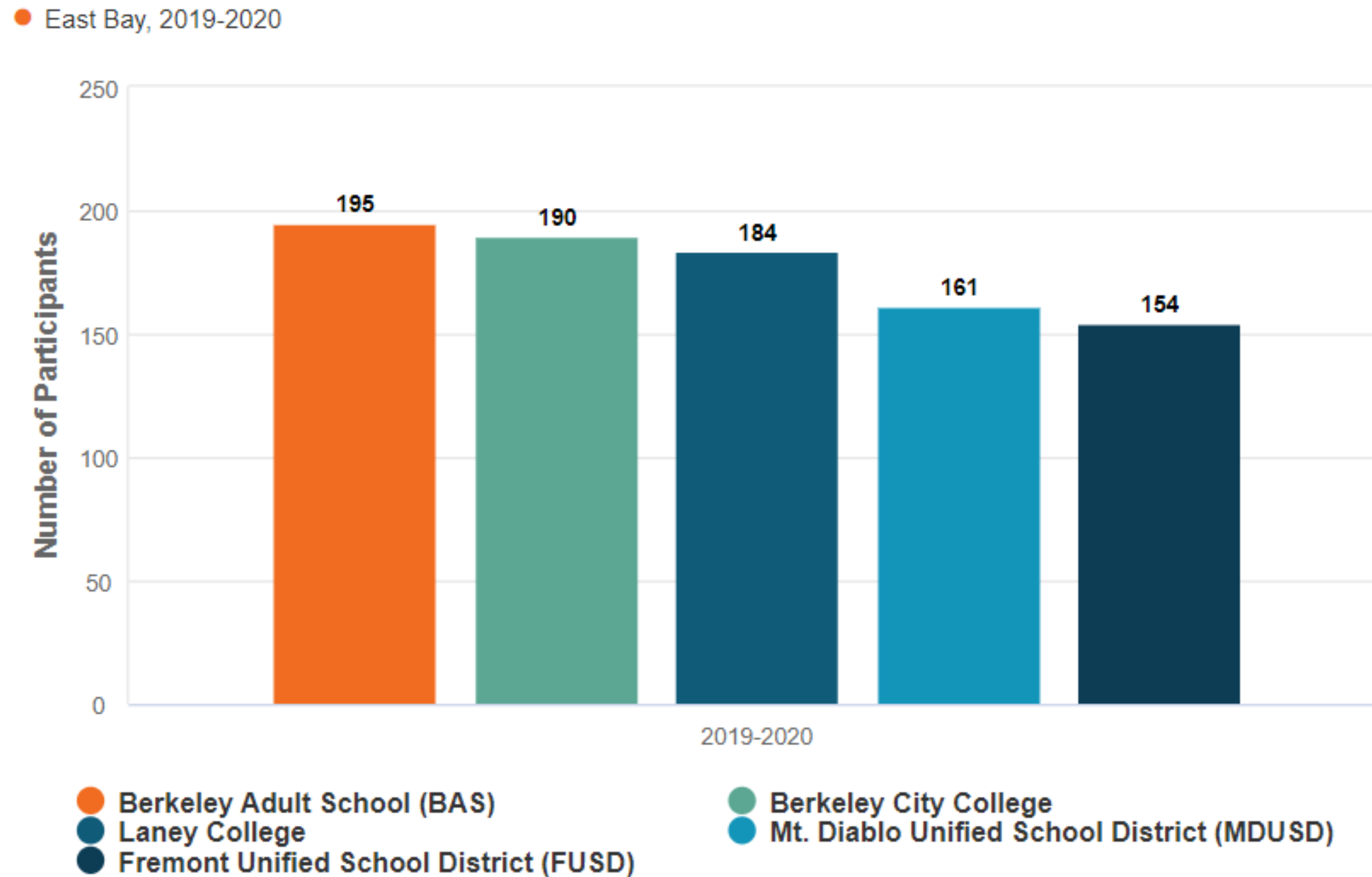


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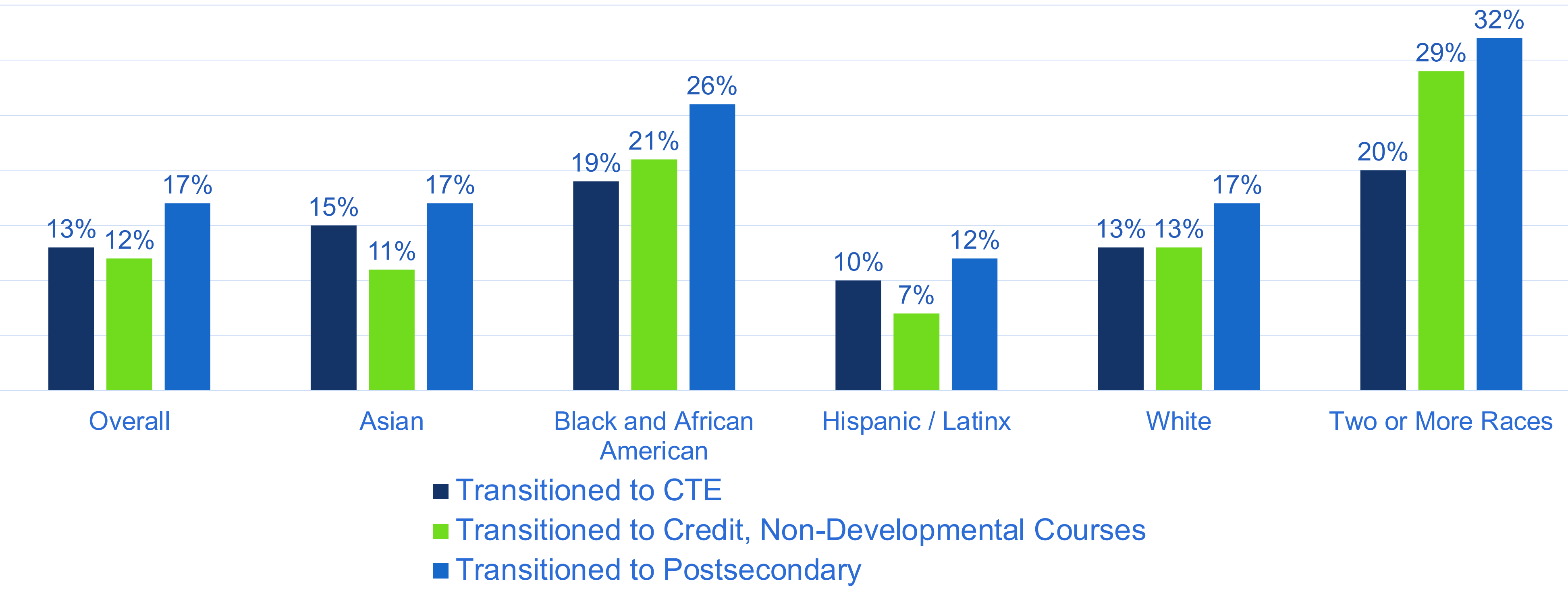
What does your enrollment pipeline look like for traditional students and adult learners?

Institutional Data

Which adult schools are transitioning the most students to postsecondary in your East Bay macroregion?



Who is transitioning from basic education, GED, and ESL programs into credentials that support employment in the Northern Alameda Consortium?



Environmental Scan

Data Sources:

- U.S. Census
- Unemployment information from U.S. BLS
<https://www.bls.gov/lau/>
- Labor market information (LMI) featuring largest sectors, jobs and high-impact skills from Lightcast (formerly Emsi)
- Find your Third-party credentials from [O*Net](#)
- CCCCO [LaunchBoard](#)
- Institutional IR Teams
- [MIT Living Wage Calculator](#)
- [CA Insight Center](#)



Rachel Antrobus Ed.D.
rantrobus@wested.org

Kelsey Krausen, PhD
kkrause@wested.org

Patrick McClellan
pmcclel@wested.org

Joanna Mathias, PhD
jmathias@wested.org
