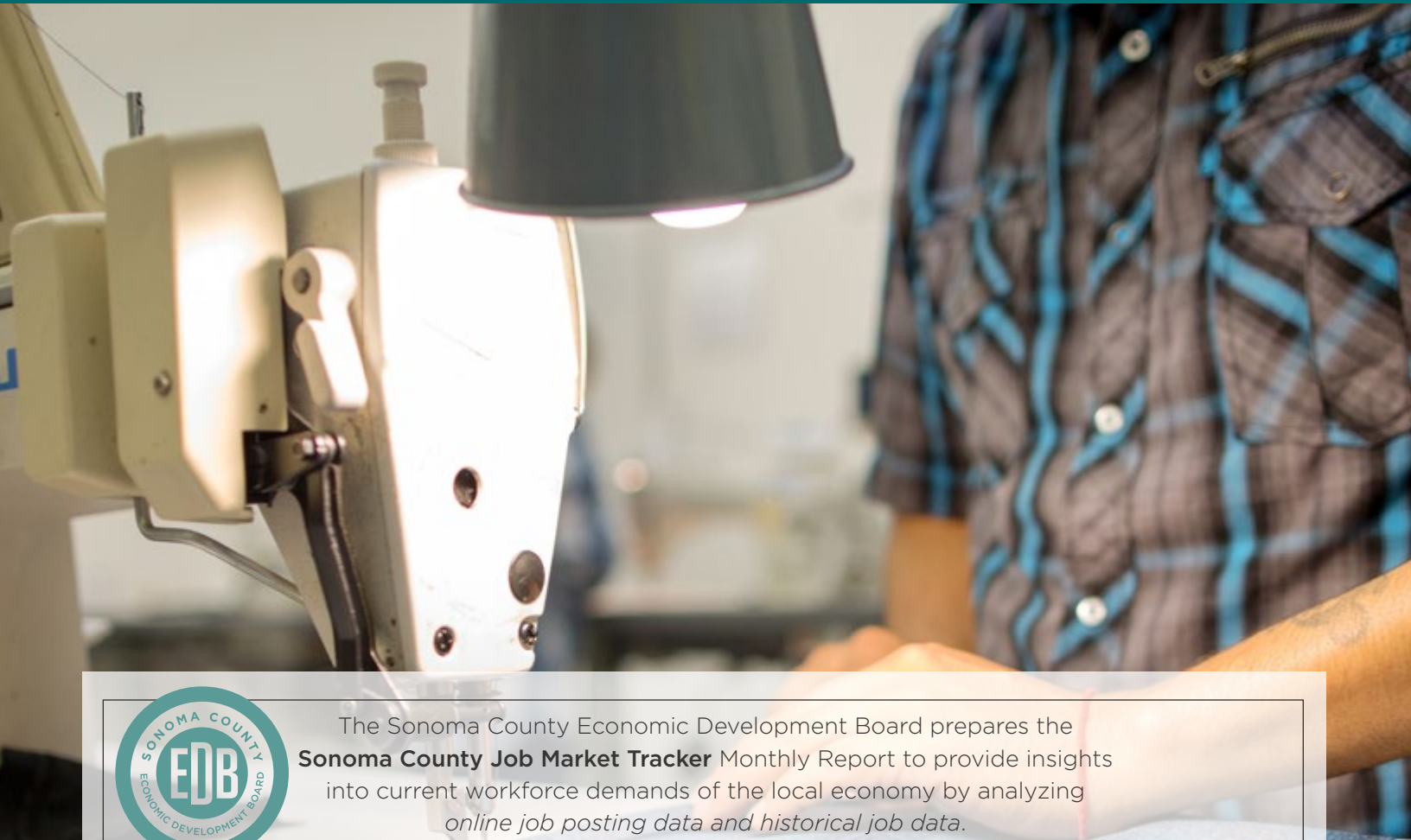




JOB MARKET TRACKER

July 2017



The Sonoma County Economic Development Board prepares the **Sonoma County Job Market Tracker** Monthly Report to provide insights into current workforce demands of the local economy by analyzing *online job posting data and historical job data.*

CONTENTS

2	Highlights
2	Local Employers
3	Occupation Groups
5	Occupations
7	Skills & Certifications
8	Special Insights
10	Workforce Resources

Disclaimer: Data used to inform the development of this report was collected on 7/5/17 from the data provider Economic Modeling Specialists, Inc. (Emsi), a labor market database that compiles job postings from national, public, and corporate sources. Data may not be a comprehensive set of all online job postings because of continued data processing by Emsi. The EDB is confident of the accuracy of the data at the time it was collected.

HIGHLIGHTS

OVERALL JOB POSTINGS

More than 11,300 job postings were advertised in May 2017, an increase of 1.9% compared to the same period in 2016.

POSTINGS BY OCCUPATION GROUP

With 2,181 and 1,572 postings, *Healthcare Practitioners and Technical Occupations* and *Sales and Related Occupations* had the most job postings in May 2017.

POSTINGS BY LOCATION

In the two-month period from April 1, 2017 to May 31, 2017, Santa Rosa had 9,331 public online job postings and continues to have more than double the number of job postings of any other Sonoma County city.

LOCAL EMPLOYERS

Data for the top 20 employers was aggregated from online public job postings provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

The top 20 Sonoma County employers are highlighted here.

TOP 20 BY JOB POSTING VOLUME

TWO MONTH PERIOD: April 1, 2017 - May 31, 2017

Rank	Employer	Posting Volume
1	St. Joseph Healthcare System	347
2	County of Sonoma	301
3	Kaiser Permanente	254
4	Soliant Health, Inc.	225
5	Target Corporation	188
6	Petsmart, Inc.	176
7	Santa Rosa Junior College	169
8	Mary's Pizza Shack Corp.	168
9	Sutter Health	166
10	Whole Foods Market, Inc.	165

Rank	Employer	Posting Volume
11	Santa Rosa City School Dist.	155
12	CVS Health Corp.	149
13	Brookdale Senior Living	142
14	Keysight Technologies, Inc.	138
15	The Home Depot, Inc.	134
16	Sears Holdings Corp.	119
17	Marriott International, Inc.	114
18	Sunrise Senior Living, Inc.	113
19	Starbucks Corp.	112
20	Applebee's International, Inc.	112

OCCUPATION GROUPS

The Bureau of Labor Statistics Standard Occupational Classification (SOC) System organizes more than 700 occupations, placing each occupation into one of 23 distinct groups. Data for the top five occupational groups in Sonoma County based on the volume of online job postings for April 2017 and May 2017 was provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

Highlighted below are the top five occupational groups by job posting volume and on page 4 the top 10 by job posting volume percentage.

TOP 5 BY JOB POSTING VOLUME

April 2017

	Occupation Group	Posting Volume	Prior Year
1	Transportation and Material Moving Occupations	1,622	71.82%
2	Sales and Related Occupations	1,527	1.33%
3	Healthcare Practitioners and Technical Occupations	1,436	-19.69%
4	Office and Administrative Support Occupations	1,204	12.52%
5	Food Preparation and Serving Related Occupations	794	87.71%

May 2017

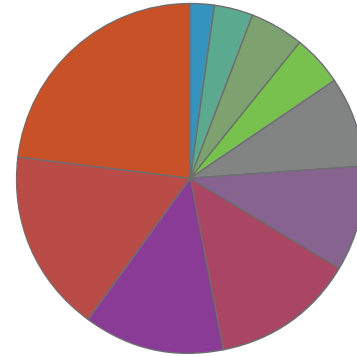
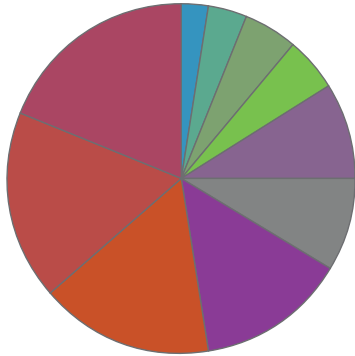
	Occupation Group	Posting Volume	Prior Year
1	Healthcare Practitioners and Technical Occupations	2,181	0.37%
2	Sales and Related Occupations	1,572	3.44%
3	Office and Administrative Support Occupations	1,269	15.21%
4	Transportation and Material Moving Occupations	1,260	-47.54%
5	Management Occupations	860	6.28%

OCCUPATION GROUPS, cont.

TOP 10 BY JOB POSTING VOLUME PERCENTAGE

April 2017

May 2017



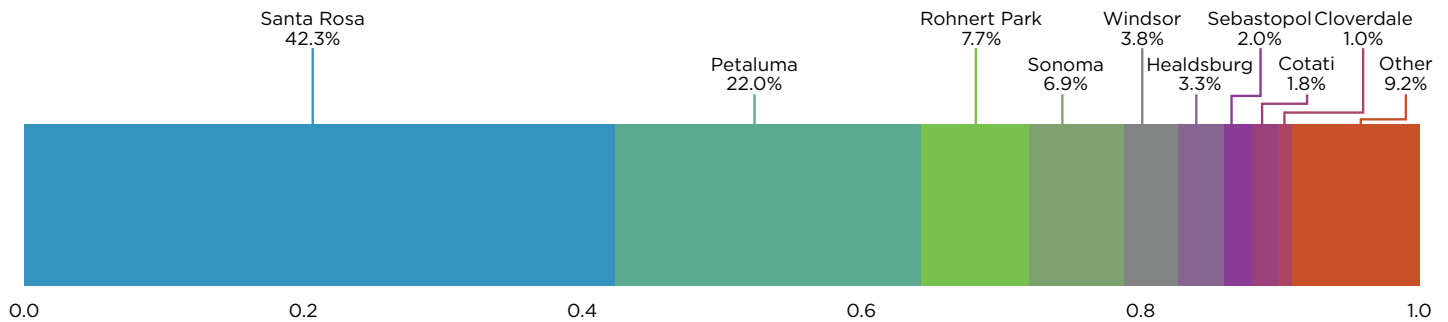
Transportation and Material Moving Occupations	15.2%	Healthcare Practitioners and Technical Occupations	19.1%
Sales and Related Occupations	14.3%	Sales and Related Occupations	13.8%
Healthcare Practitioners and Technical Occupations	13.5%	Office and Administrative Support Occupations	11.1%
Office and Administrative Support Occupations	11.3%	Transportation and Material Moving Occupations	11.1%
Food Preparation and Serving Related Occupations	7.5%	Management Occupations	7.5%
Management Occupations	7.2%	Food Preparation and Serving Related Occupations	7.1%
Computer and Mathematical Occupations	3.6%	Computer and Mathematical Occupations	3.7%
Business and Financial Operations Occupations	3.6%	Business and Financial Operations Occupations	3.5%
Installation, Maintenance, and Repair Occupations	2.6%	Installation, Maintenance, and Repair Occupations	2.7%
Healthcare Support Occupations	2.3%	Healthcare Support Occupations	2.4%
All Others	18.9%	All Others	18.0%

OCCUPATIONS

The Bureau of Labor Statistics Standard Occupational Classification (SOC) System is the federal standard by which more than 700 different occupations are organized. Data for the following section on occupation location, job posting volume and median salary was provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

CITY JOB POSTING PERCENTAGE

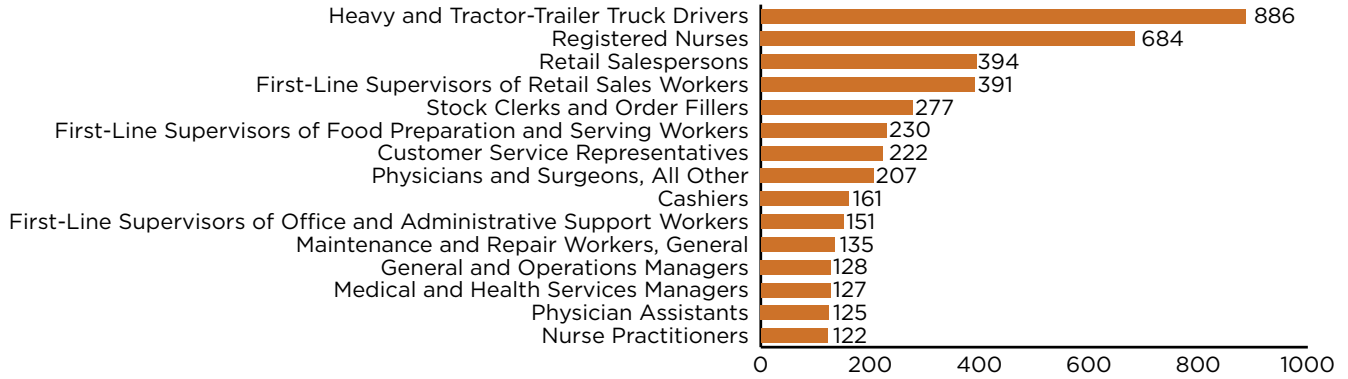
TWO MONTH PERIOD: April 1, 2017 - May 31, 2017



OCCUPATIONS, cont.

TOP 15 OCCUPATIONS BY JOB POSTING VOLUME

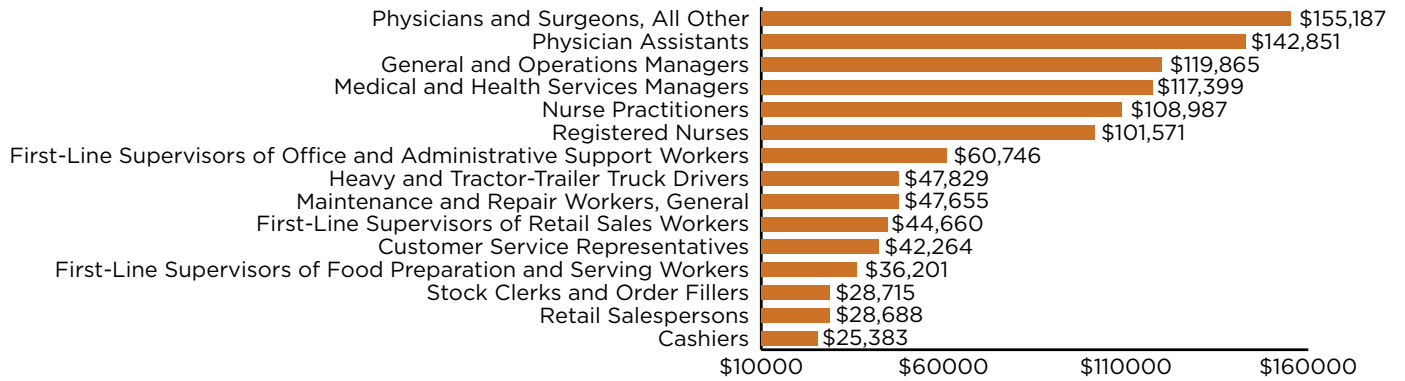
May 2017



TOP 15 OCCUPATIONS BY MEDIAN SALARY

Job Posting Occupations ~ May 2017

Median Salary Data ~ 2016 Q1



SKILLS & CERTIFICATIONS

The hard skills, soft skills, and certifications listed below are organized by the frequency of their occurrences in online public job postings for Sonoma County from April 1, 2017 to May 31, 2017. Data was provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

The top 10 skills and certifications are highlighted here.

HARD & SOFT SKILLS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: April 1, 2017 - May 31, 2017

	Hard Skills	Posting Volume	Prior Year
1	Management	5,439	-10.55%
2	Sales	4,319	-2.25%
3	Customer Service	3,836	-16.53%
4	Retailing	3,321	-18.43%
5	Training	3,229	10.07%
6	Recruitment	3,173	2.33%
7	Communications	3,075	2.33%
8	Operations	2,447	-17.04%
9	Insurance	2,081	-10.62%
10	Health Care	1,939	8.92%

	Soft Skills	Posting Volume	Prior Year
1	Scheduling (Project Management)	4897	-24.9%
2	Leadership	2024	-12.5%
3	Leading	999	14.1%
4	Learning	783	-14.0%
5	Listening	581	-20.5%
6	Coordinating	562	-6.0%
7	Cleanliness	560	-32.5%
8	Ethics	484	-3.9%
9	Creativity	315	-25.1%
10	Speech	182	-31.9%

CERTIFICATIONS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: April 1, 2017 - May 31, 2017

	Certifications	Posting Volume	Prior Year
1	Commercial Driver's License (CDL)	897	65.3%
2	Registered Nurse	834	11.4%
3	Nurse Practitioner	305	-20.0%
4	Board Certified	134	12.7%
5	Licensed Vocational Nurses	120	0.8%
6	Certified Nursing Assistant	70	30.0%
7	Licensed Practical Nurse	69	11.6%
8	Master Of Business Administration (MBA)	52	7.7%
9	Licensed Clinical Social Worker (LCSW)	44	-36.4%
10	American Registry Of Radiologic Technologists (ARRT) Certified	38	-34.2%

SPECIAL INSIGHTS ~ JULY 2017

For the month of July 2017, the EDB is providing a special insights and information section as part of the monthly EDB Job Market Tracker report.

All data and visualizations were provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

Please contact the EDB for more information about these special insights and learn how you can use this data specifically for your business needs.

TOP 20 JOB POSTINGS BY JOB TITLE

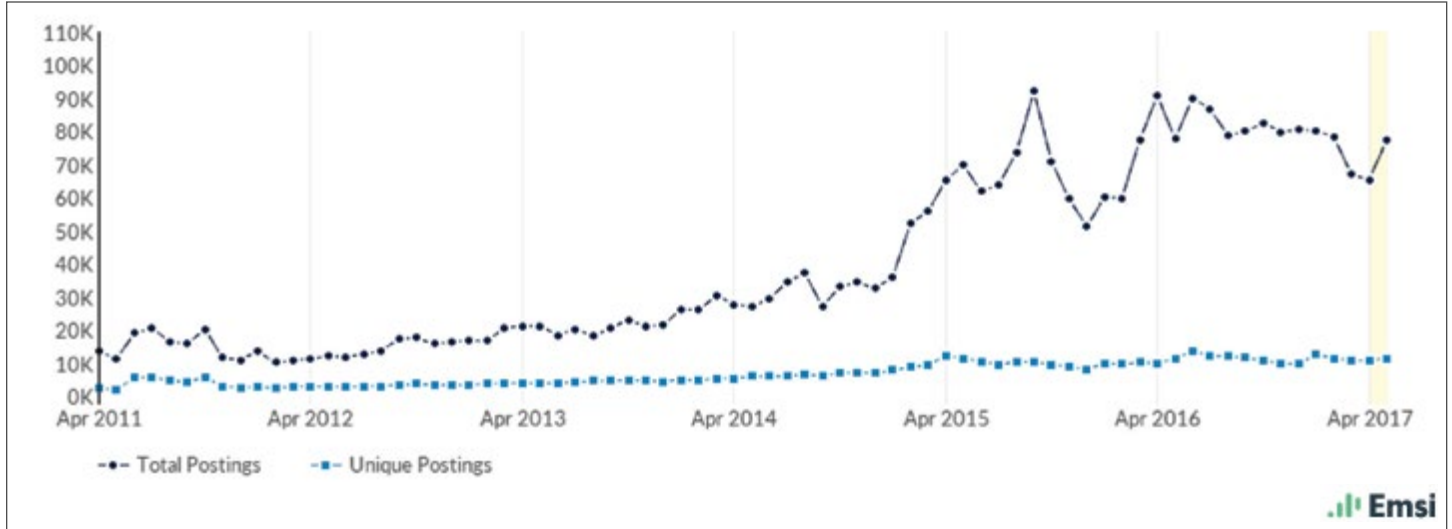
May 2017

Rank	Employer	Posting Volume
1	Truck Drivers (Transportation and Material Moving)	329
2	Customer Service Representatives (Office and Administrative Support)	278
3	Registered Nurses (Healthcare Practitioners and Technical)	268
4	Commercial Driver's License (CDL) Drivers (Transportation and Material Moving)	249
5	Retail Sales Associates (Sales and Related)	242
6	Nurse Practitioners (Healthcare Practitioners and Technical)	200
7	Sales Managers (Sales and Related)	151
8	Owner Operators (Transportation and Material Moving)	143
9	Sales Representatives (Sales and Related)	134
10	Delivery Drivers (Transportation and Material Moving)	118
11	Restaurant Managers (Food Preparation and Serving Related)	116
12	Customer Service Associates (Sales and Related)	115
13	Restaurant Crew Team Members (Food Preparation and Serving Related)	106
14	Taxi Drivers (Transportation and Material Moving)	98
15	Data Entry Clerks (Office and Administrative Support)	96
16	Physical Therapists (Healthcare Practitioners and Technical)	94
17	Sales Managers (Management)	80
18	Software Engineers (Computer and Mathematical)	71
19	Pharmacists (Healthcare Practitioners and Technical)	68
20	Administrative Assistants (Office and Administrative Support)	62

SPECIAL INSIGHTS ~ JULY 2017, cont.

TOTAL VS. UNIQUE JOB POSTING TREND

April 2011 - May 2017



JOB POSTINGS SUMMARY

TWO MONTH PERIOD: April 1, 2017 - May 31, 2017

<p style="font-size: 24px; margin: 0;">22,049</p> <p style="margin: 5px 0;">Unique Postings (Apr 2017 - May 2017)</p> <p style="margin: 0;">142,829 Total Postings</p>	<p style="font-size: 24px; margin: 0;">6 : 1</p> <p style="margin: 5px 0;">Posting Intensity (Apr 2017 - May 2017)</p> <div style="text-align: center; margin: 5px 0;"> </div> <p style="margin: 0;">Regional Average: 6 : 1</p>
<p>There were 142,829 total job postings for your selection from April 2017 to May 2017, of which 22,049 were unique. These numbers give us a Posting Intensity of 6-to-1, meaning that for every 6 postings there is 1 unique job posting.</p> <p>This is close to the Posting Intensity for all other occupations and companies in the region (6-to-1), indicating that they are putting average effort toward hiring for this position.</p>	

WORKFORCE RESOURCES

TALENT ATTRACTION WEBSITE

SonomaCountyConnections.org showcases what makes Sonoma county such an inspiring place to grow, both personally and professionally. The site is available to help your business attract and hire the workforce it needs.

CONTACT: Tim Ricard ~ (707) 565-7257 or tim.ricard@sonoma-county.org

SONOMA COUNTY WAGE DATA

The most current wage data available for specific Sonoma County occupations is provided by the California Employment Development Department and can be found here:

[http://www.labormarketinfo.edd.ca.gov/file/occup\\$/oeswages/satr\\$oes2016.xls](http://www.labormarketinfo.edd.ca.gov/file/occup$/oeswages/satr$oes2016.xls)

HIRING ASSISTANCE

The EDB can assist in your hiring process by providing current salary information, developing job descriptions and identifying potential candidates.

CONTACT: Heather LoBue ~ (707) 565-6415 or heather.lobue@sonoma-county.org

EMPLOYEE TRAINING REIMBURSEMENT FUNDS

The EDB is working with Job Link to connect Sonoma County employers with funds to offset the cost of employee training. Funding is available for a wide range of training subjects.

CONTACT: Heather LoBue ~ (707) 565-6415 or heather.lobue@sonoma-county.org

CALJOBS ONLINE JOB POSTING RESOURCES

The CalJOBS (www.caljobs.ca.gov) website is available for posting job listings, searching for qualified employees, analyzing labor market information, and locating local business services. The Employment Development Department can assist you with creating a business account and posting open positions.

CONTACT: Valerie Nagle ~ (707) 576-2015 or valerie.nagle@edd.ca.gov

SONOMA COUNTY EMPLOYER ADVISORY COUNCIL (EAC)

The EAC assists employers in conducting their business more effectively and efficiently and provides information on employment-related issues. They offer seminars throughout the year related to Employment law.

CONTACT: Valerie Nagle ~ (707) 576-2015 or valerie.nagle@edd.ca.gov

EDB JOB MARKET TRACKER

The Sonoma County Economic Development Board produces the monthly EDB Job Market Tracker as a resource to help inform hiring, wage and staffing decisions. Custom reports are available upon request. For more information, please contact Heather LoBue at 707-565-6415 or heather.lobue@sonoma-county.org.

Recognizing our sponsors for their support of our important programs!

PRESENTING LEVEL



FOUNDATION LEVEL



PREMIER LEVEL



EXECUTIVE LEVEL

- | | |
|--|--|
| <ul style="list-style-type: none"> ▣ AMERICAN AGCREDIT ▣ AMERICAN RIVER BANK ▣ COMCAST ▣ GEORGE PETERSEN INSURANCE ▣ KEEGAN & COPPIN CO. ▣ MIDSTATE CONSTRUCTION | <ul style="list-style-type: none"> ▣ NORBAR ▣ SONOMA COUNTY ALLIANCE ▣ SUMMIT STATE BANK ▣ VANTREO INSURANCE ▣ ZAINER RINEHART CLARKE |
|--|--|

MEDIA LEVEL



SONOMA COUNTY Board of Supervisors



141 Stony Circle, Ste. 110 | Santa Rosa, CA 95401

www.SonomaEDB.org
707-565-7170

