

Business Services & Economic Research December 2023

Team Members

- Christine Palmer, Business Development Tools
- Marcos Suarez, Business Diversity
- Patti Andrews, Workforce and Business Services
- Jessica Martinez, Business Diversity Project Coordinator
- Lindsey Collins, Economic Research Fellow
- Zachary Koblick de León, Workforce Innovation Fellow
- Lauren Cartwright, Director

Business Services

As part of the scope of work outlined by the American Rescue Plan Act Small Business Equity and Resiliency (ARPA SBER) grant program, Jessica and Marcos are in the process of conducting a Business Census within Sonoma County to collect data and information providing a baseline for the current “health” of the local business community and most sought-after resources. In addition, they’re also working with the Sonoma Small Business Development Center to schedule a variety of workshops during the first six months of 2024. Below is a *tentative* list of dates and themes.

Tentative 2024 Workshop Schedule

1/22/2024	New HR Laws for 2024
2/6/2024	Payroll Systems
2/20/2024	Protecting Your Business with The Right Insurance
3/5/2024	Startups: Roadmap to Getting Started
3/19/2024	Maximize The Business Tax Code
4/9/2024	Using Business Credit to Grow
4/23/2024	Marketing and Social Media Strategies
5/7/2024	Buying & Selling Your Business
5/21/2024	Wealth Management

Check out our new [Networking and Community Events Calendar](#)! This digital calendar highlights networking and community events in and around Sonoma County from various sources and organizations.

Economic Research & Data

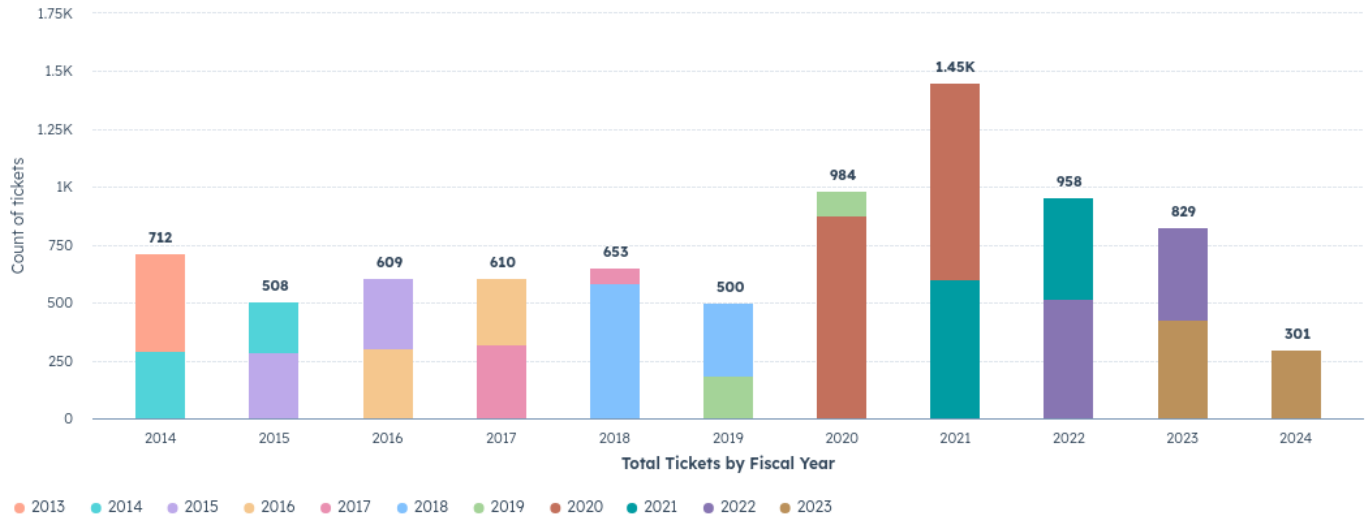
Career Sector Job Opportunity Reports (see attached) were created to drilldown on the various career opportunities within some of the key sectors in Sonoma County. These are being used by local organizations to build more defined career pathways for students and will also be utilized to promote workforce development programming as well as create a basis for outreach within the local business community based on employer needs/position postings.

- Healthcare, Public Administration, Manufacturing, Food Service, Retail
- COMING SOON! Agriculture

For an update on current reports in progress and coming up, please see Page 5 of the HubSpot Dashboard.

HubSpot Dashboard – EDB Team Overview FY24

EDB Historical Data



Total Businesses Served FY24

Date range: From 7/1/2023 to 6/30/2024

COUNT OF TICKETS
301

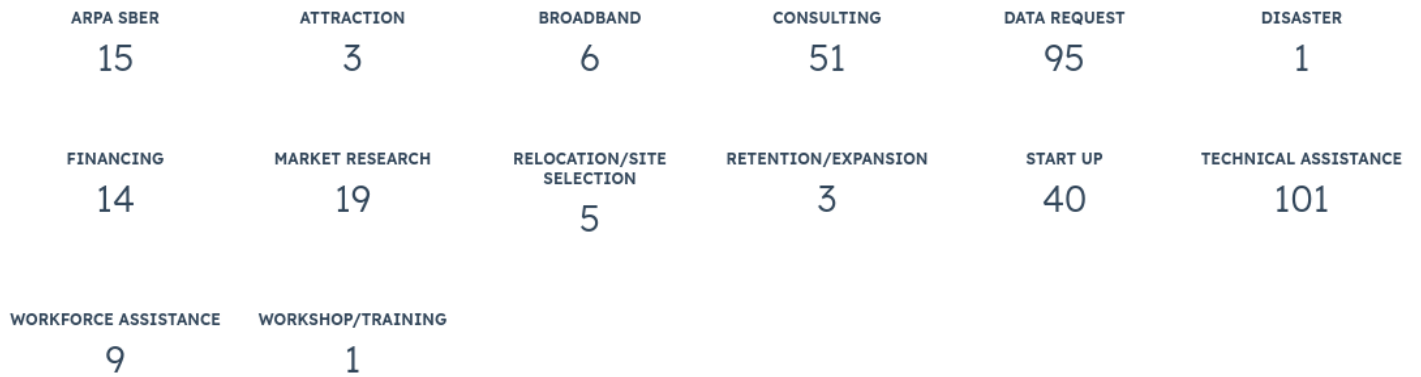
Businesses Served

Date range: From 7/1/2023 to 6/30/2024 | Frequency: Monthly | Compared To: Year before



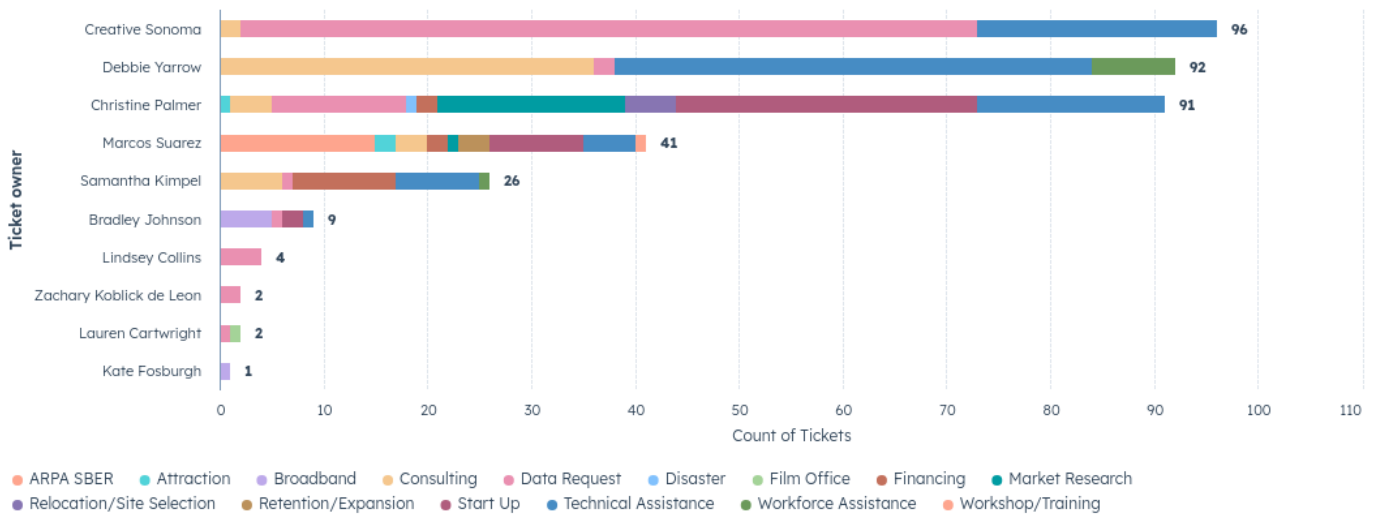
Business Assist Detail

Date range: From 7/1/2023 to 6/30/2024



Ticket Volume Detail

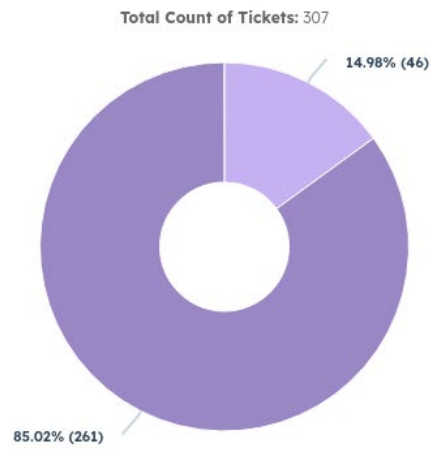
Date range: From 7/1/2023 to 6/30/2024



Business Type

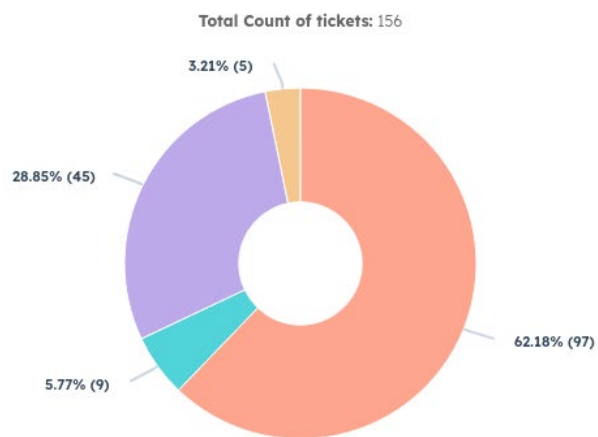
Date range: From 7/1/2023 to 6/30/2024

● New ● Existing



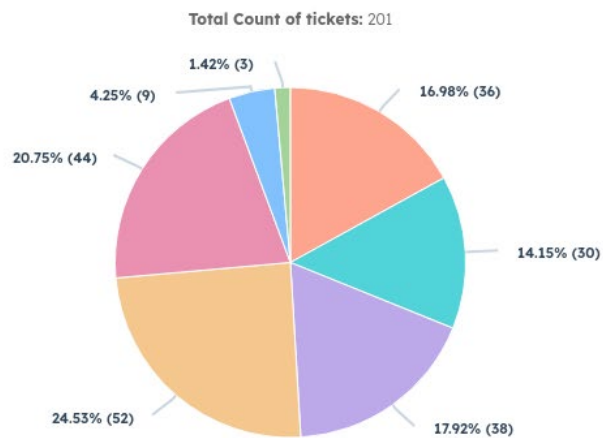
Business Location

● Incorporated ● Outside of Sonoma County ● Unincorporated ● Unknown



Supervisor District

● 1 ● 2 ● 3 ● 4 ● 5 ● Outside of Sonoma County ● Unknown



Event Attendance & Presentations

Date range: From 7/1/2023 to 6/30/2024

Event Name	Event Status	CLOSE DATE
Planning SCOE VAPA 101	Develop Presentation (External Events)	11/30/2023
Advocacy and Appreciation Night at the Symphony	Event Completed (External Events)	11/6/2023
Consensus Santa Rosa	Event Completed (External Events)	11/7/2023
NAACP Presentation	Finalize Presentation (External Events)	11/30/2023
Visiting Artist Presentation	New Request (External Events)	11/30/2023
SSU Dance Class Presentation	Event Completed (External Events)	10/26/2023
SCOE HR Roundtable Presentation	Event Completed (External Events)	10/26/2023
2023 south Park Day and Night Festival	Event Completed (External Events)	9/26/2023

Outreach

Date range: From 7/1/2023 to 6/30/2024

MEETING
33

CALL
3

Site Visits

Date range: From 7/1/2023 to 6/30/2024

MEETING
16

Projects & Programs

Date range: From 7/1/2023 to 6/30/2024

Project/Program Name	Project/Program Stage	DEPARTMENT DIVISION	3.0 FOCUS AREA (DOMAINS)
2024 Sonoma County Indicators	Review (Projects & Programs)	Business Services & Research	-
FAP grant proposal	Design (Projects & Programs)	-	-
CUSP grant program	Review (Projects & Programs)	-	-
Sonoma County Strategic Plan Mapping	Design (Projects & Programs)	Partnerships & Special Projects	Education & Workforce, Housing
Workforce Development Survey Analysis	Finalize (Projects & Programs)	Business Services & Research	Education & Workforce, Jobs &
Measuring Value-Add for Projects	Research (Projects & Programs)	Partnerships & Special Projects	-
Broadband Low-Level Design (ARPA)	Research (Projects & Programs)	Partnerships & Special Projects	Housing & Community
2024 Economic Perspective	Design (Projects & Programs)	-	-

Total Marketing Contacts

Date range: All time

COUNT OF CONTACTS

16,407

Total Email Campaigns

COUNT OF MARKETING EMAILS

20

Email Engagement Totals

Date range: From 7/1/2023 to 6/30/2024 | Compared To: Previous 366 days

SENT
35,791
▼ 65.69%

OPENED
8,630
▼ 55.58%

CLICKS
1,123
▼ 58.89%

CLICK RATE
3.15%
▲ 0.46%

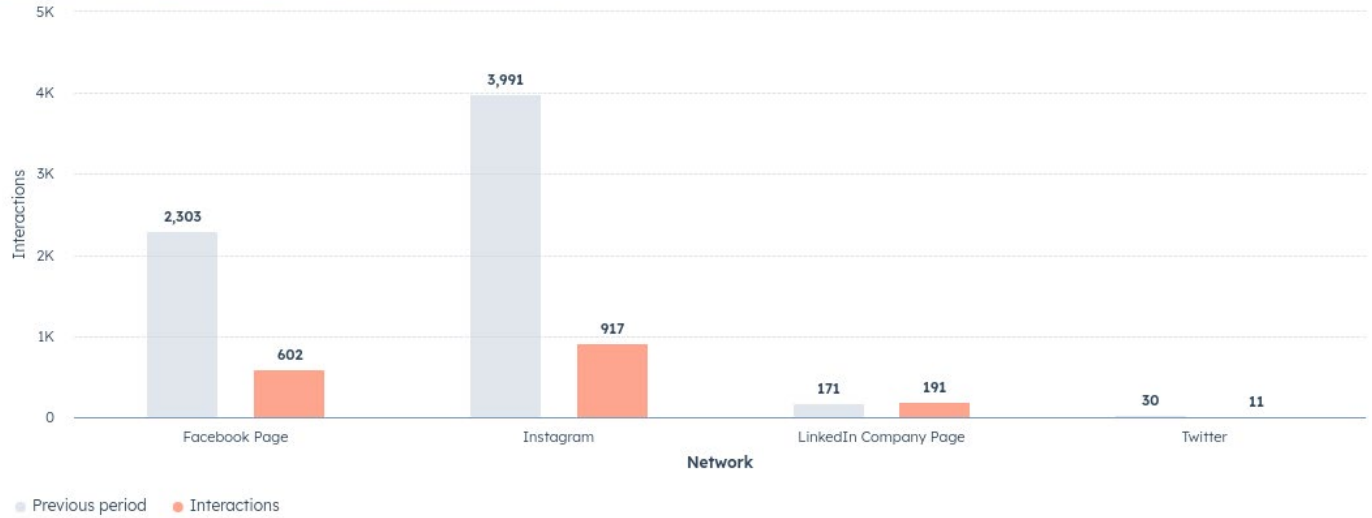
Email Activity Detail

Date range: From 7/1/2023 to 6/30/2024

EMAIL	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE	UNSUBSCRIBED
Arts Education Alliance Mix and Mingle	356	43.26%	1.97%	4.54%	0
Arts Education Alliance Newsletter October 2023	346	42.03%	8.7%	20.69%	0
For School Arts Teachers ! Advocacy & Appreciation Ni...	353	40.91%	4.26%	10.42%	0
Arts Education Alliance Newsletter September 2023	409	38.63%	9.05%	23.42%	2
Arts Education Alliance Newsletter November 2023	425	37.88%	6.12%	16.15%	1
Arts Education Alliance Newsletter July 2023	400	35.75%	5.5%	15.38%	0
Arts Education Alliance Newsletter Updates	418	34.29%	4.8%	13.99%	0
Arts Education Alliance Newsletter August 2023	410	34.15%	6.59%	19.29%	2

Social Media Engagement

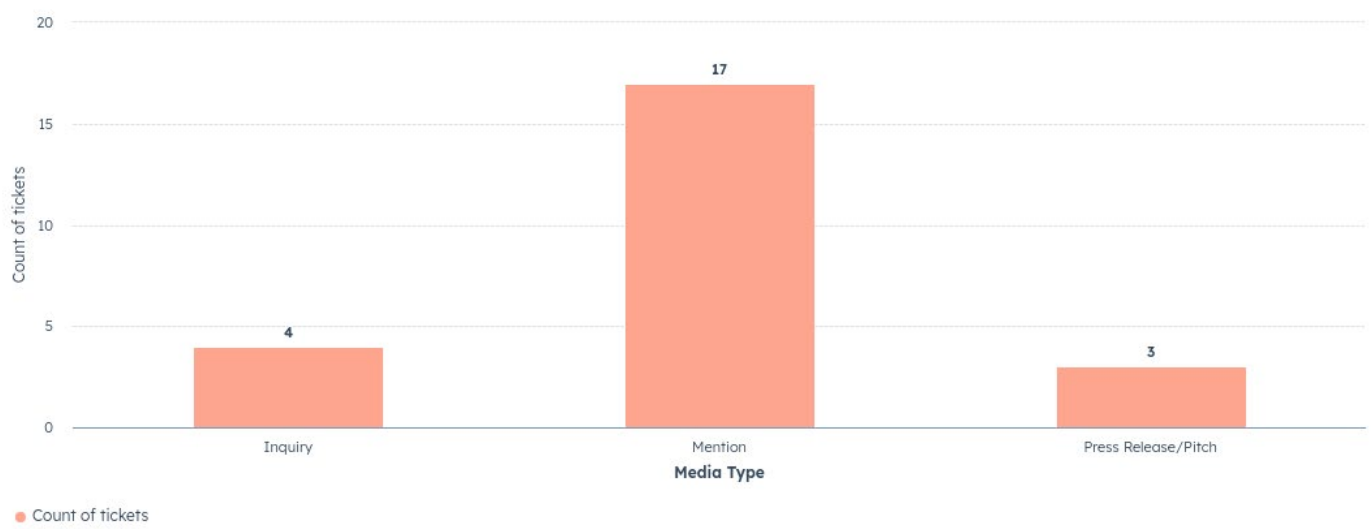
Date range: From 7/1/2023 to 6/30/2024 | Compared To: Previous 366 days



Total Media Activity

MEDIA
22

Media Activity Detail



2023 SONOMA COUNTY HEALTHCARE SECTOR CAREER OPPORTUNITIES

HIGHLIGHTS



8,138

unique job postings
in 2023 Year-to-Date
(YTD)

-6.6:1

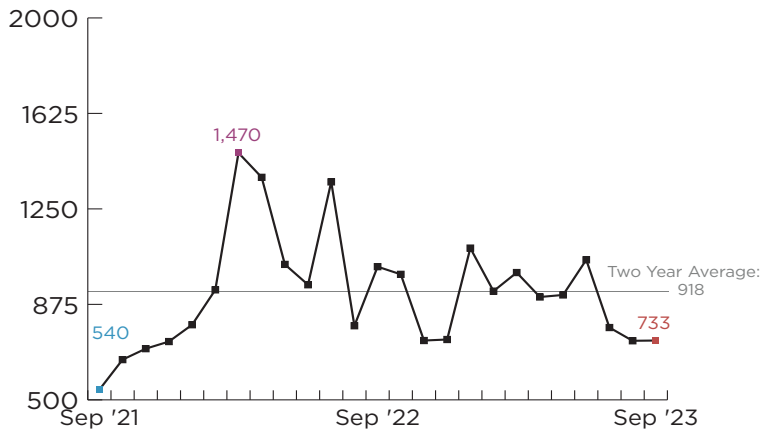
Qualified candidates to top 10
certifications desired by employers
September 2023



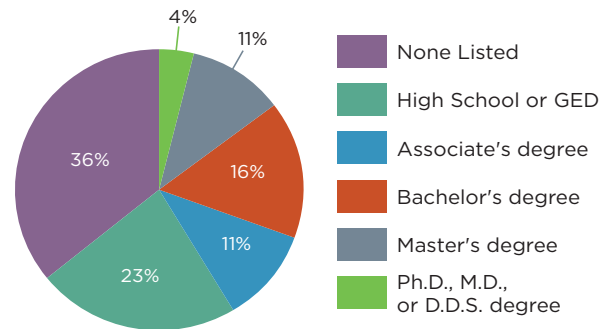
Jobs predicted to increase by
11% by 2027

JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS FROM SEPTEMBER 2021 TO SEPTEMBER 2023

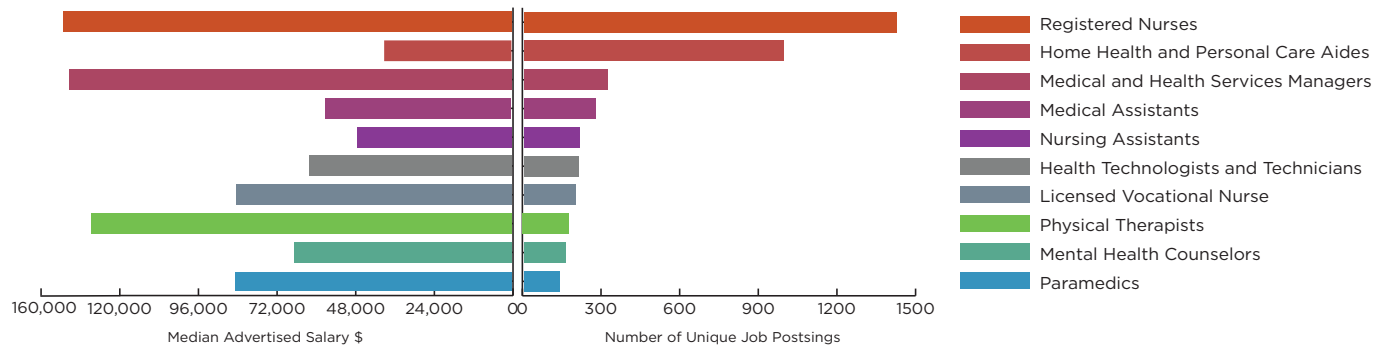


EDUCATION BREAKDOWN FOR UNIQUE JOB POSTINGS 2023 YTD



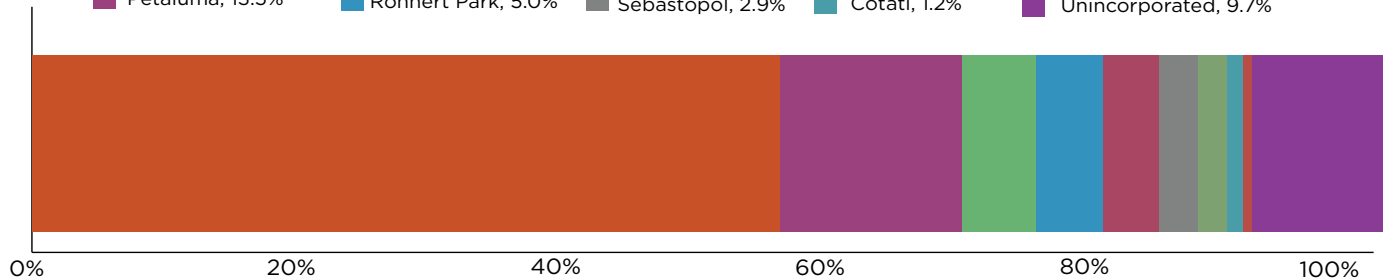
* This includes any mention of an education level listed within the job postings; it may be preferred, required, or negotiable. Further, postings may be tagged with multiple education levels.

TOP 10 OCCUPATIONS BY UNIQUE JOB POSTING VOLUME AND MEDIAN ANNUAL ADVERTISED SALARY 2023 YTD



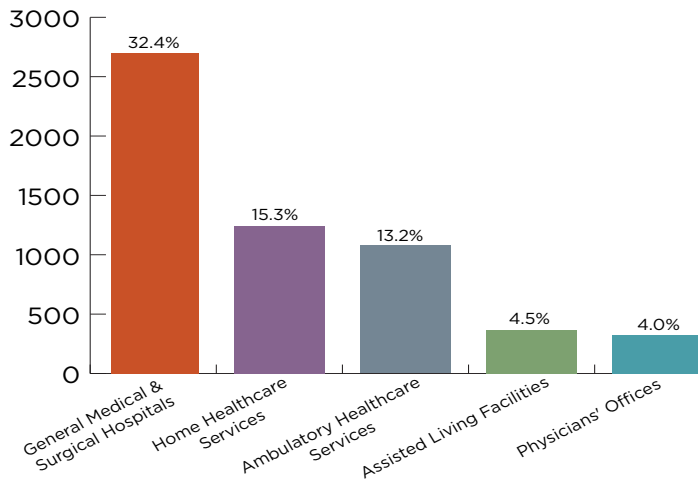
PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY JANUARY 2023 TO SEPTEMBER 2023

- Santa Rosa, 55.8%
- Sonoma, 5.5%
- Healdsburg, 4.1%
- Windsor, 2.2%
- Cloverdale, .07%
- Petaluma, 13.5%
- Rohnert Park, 5.0%
- Sebastopol, 2.9%
- Cotati, 1.2%
- Unincorporated, 9.7%



INDUSTRIES & EMPLOYERS

TOP 5 HEALTHCARE INDUSTRIES BY UNIQUE JOB POSTINGS 2023 YTD



TOP 8 EMPLOYERS BY UNIQUE JOB POSTINGS, JANUARY - SEPTEMBER 2023






Employer	Posting Volume
Providence Health & Services	1,788
Kaiser Permanente	858
Sutter Health	691
Care In Homes	492
Accent Care	167
AMR/Future Ambulance Providers	145
Anchor Health	99
Maxim Healthcare Services	93

SKILLS & CERTIFICATIONS

TOP SPECIALIZED AND COMMON SKILLS FROM JANUARY - SEPTEMBER 2023

Top Specialized Skills	Postings YTD 2023	% Of Total Postings	Top Common Skills	Postings YTD 2023	% Of Total Postings
Nursing	1,881	23%	Communications	2,604	32%
Caregiving	885	11%	Management	1,869	23%
Home Healthcare	704	9%	Customer Service	1,166	14%
Acute Care	698	9%	Leadership	960	12%
Medical Records	648	8%	Operations	872	11%

Top certifications & qualifications:

-  Valid Driver's License
-  Registered Nurse (RN)
-  Basic Life Support
-  Cardiopulmonary Resuscitation (CPR) Certification
-  Advanced Cardiovascular Life Support (ACLS) Certification

MEDICAL INDUSTRY PROGRAMS IN SONOMA/NAPA/MARIN

Program	Units/Length	Certificate/Degree	Cost	Ave. Annual Earnings	Dual Enrollment?
Physician Assistant	2 years	Master's Degree	\$18,988	\$157,000	No
Registered Nurse	2-3 years	Associates Degree	\$3,825-\$6,847	\$156,800	Yes
Radiology Tech	94.5 units	Associates Degree	\$4,725	\$130,100	Yes
Dental Hygienist	99.5 units	Associates Degree	\$19,550	\$124,500	Yes
Paramedic	12-18 months	Associates Degree	\$3,000-\$3,500	\$79,800	No
Licensed Vocational Nurse	2 years	Certificate	\$1,500-\$4,147	\$79,600	Yes
Respiratory Tech	3-4 Years	Associates Degree	\$3,800	\$71,722	Yes
Dental Assistant	3 years	Associates Degree	\$3,600	\$58,800	Yes
Medical Assistant	2-3 Years	Associates Degree	\$2,000-\$3,224	\$57,600	Yes
Certified Nursing Assistant	1 semester	Certificate	\$300-\$450	\$45,100	No
Emergency Medical Technician	1 semester	Certificate	\$614-\$4,480	\$44,700	No



2023 SONOMA COUNTY PUBLIC ADMINISTRATION SECTOR CAREER OPPORTUNITIES

HIGHLIGHTS

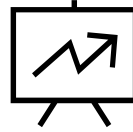


480

unique job postings
in 2023 Year-to-Date
(YTD)

-16:1

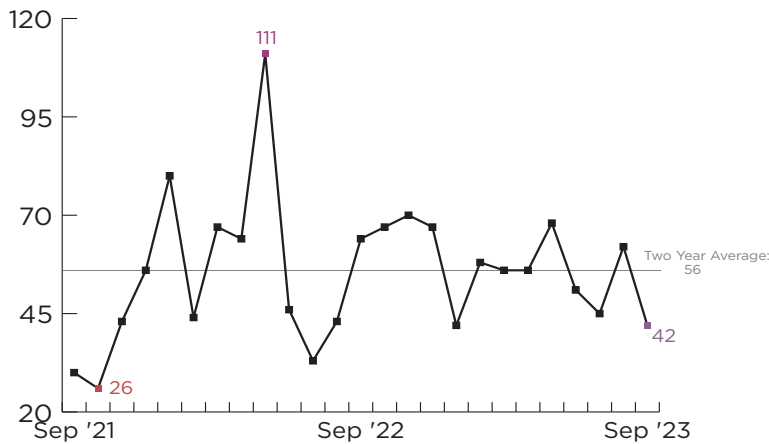
Qualified candidates to top 10
certifications desired by employers
September 2023



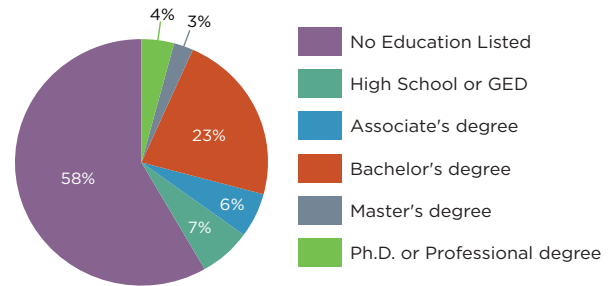
Jobs predicted to increase by
7% by 2027

JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS FROM SEPTEMBER 2021 TO SEPTEMBER 2023

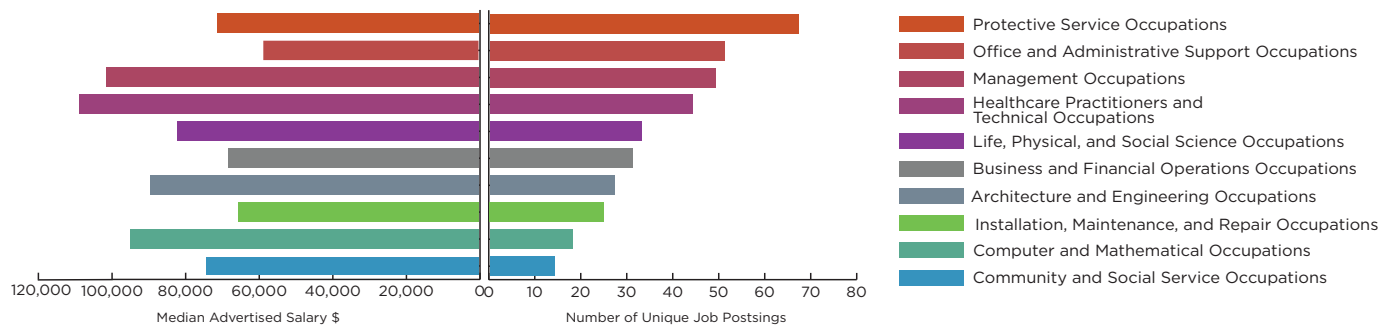


EDUCATION BREAKDOWN FOR UNIQUE JOB POSTINGS 2023 YTD

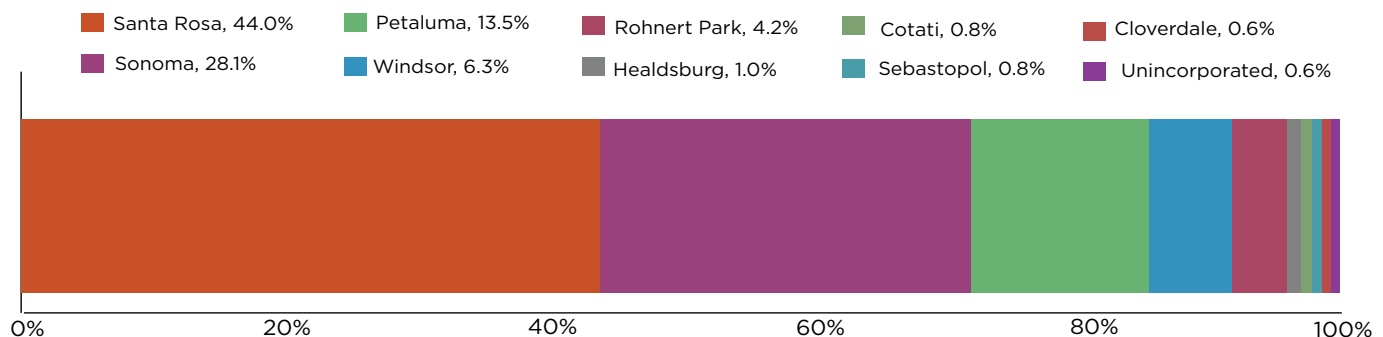


* This includes any mention of an education level listed within the job postings; it may be preferred, required, or negotiable. Further, postings may be tagged with multiple education levels.

TOP 10 OCCUPATIONS BY UNIQUE JOB POSTING VOLUME AND MEDIAN ANNUAL ADVERTISED SALARY 2023 YTD

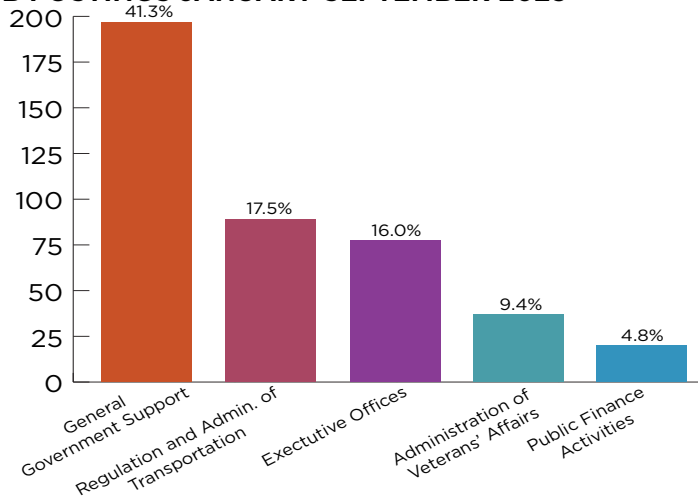


PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY JANUARY 2023 TO SEPTEMBER 2023



INDUSTRIES & EMPLOYERS

TOP 5 PUBLIC ADMINISTRATION INDUSTRIES BY UNIQUE JOB POSTINGS JANUARY-SEPTEMBER 2023



TOP 8 EMPLOYERS BY UNIQUE JOB POSTINGS, JANUARY - SEPTEMBER 2023






Employer	Posting Volume
State of California	165
United States Department of Homeland Security	80
City Of Long Beach	62
United States Department of Veterans Affairs	45
Town Of Windsor	25
US Department of the Treasury	23
City Of Rohnert Park	13
International Executive Service Corps	12

SKILLS & CERTIFICATIONS

TOP SPECIALIZED AND COMMON SKILLS FROM JANUARY - SEPTEMBER 2023

Top Specialized Skills	Postings YTD 2023	% Of Total Postings	Top Common Skills	Postings YTD 2023	% Of Total Postings
Law Enforcement	43	9%	Management	185	39%
Rehabilitation	41	9%	Operations	141	29%
Office Equipment	39	8%	Communications	139	29%
Construction	36	8%	Writing	120	25%
Economics	32	7%	Customer Service	97	20%

Top certifications & qualifications:

-  Valid Driver's License
-  Loss Control Specialist
-  Registered Nurse
-  Security Clearance
-  CDL Class C License

PUBLIC ADMINISTRATION SECTOR PROGRAMS IN SONOMA

Program	Units/Length	Certificate/Degree	Cost	Ave. Annual Earnings	Dual Enrollment?
Human Resources Management	10 weeks	SSU - Certificate	\$995	\$115,793	No
Administrative Assistant	30 units	Certificate	\$1,500	\$80,000	No
Human Resources Administration	26.5 units	Certificate	\$1,325	\$67,476	No
Account Clerk/ Payroll	16 units	Certificate	\$800	\$54,212	No
Human Resources Administration	60 units	Associate Degree	\$3,000	\$71,000	Yes
Administrative Assistant	60 units	Associate Degree	\$3,000	\$71,588	Yes
SSU: Economics	120 units	Bachelor's Degree	\$22,968	\$90,560	No
Political Science	120 units	Bachelor's Degree	\$22,968	\$102,373	No
Business Administration	120 units	Bachelor's Degree	\$22,968	\$85,000	No
MA Public Admin	40 units	Master Degree	\$26,435	\$113,560	No



2023 SONOMA COUNTY MANUFACTURING SECTOR CAREER OPPORTUNITIES

HIGHLIGHTS



2,849

unique job postings
in 2023 Year-to-Date
(YTD)

-36:1

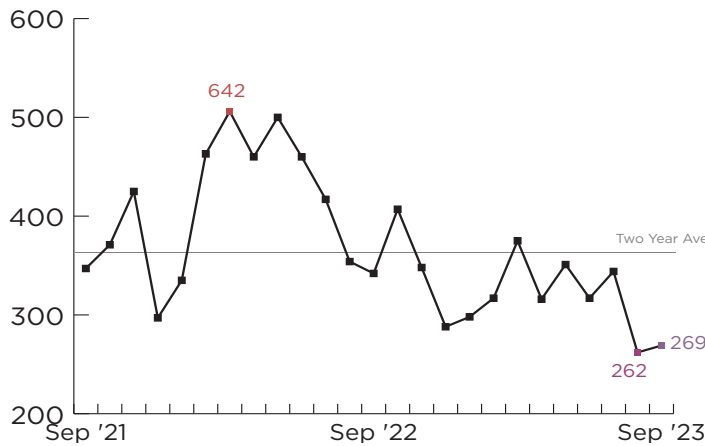
Qualified candidates to top 10
certifications desired by employers
September 2023



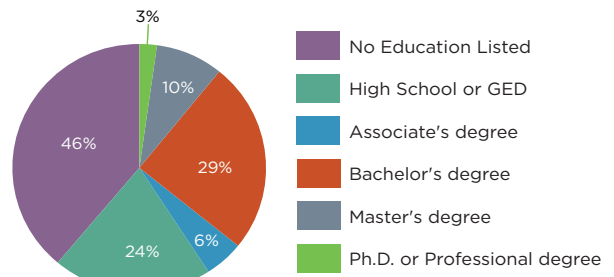
Jobs predicted to increase by
3% by 2027

JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS FROM SEPTEMBER 2021 TO SEPTEMBER 2023

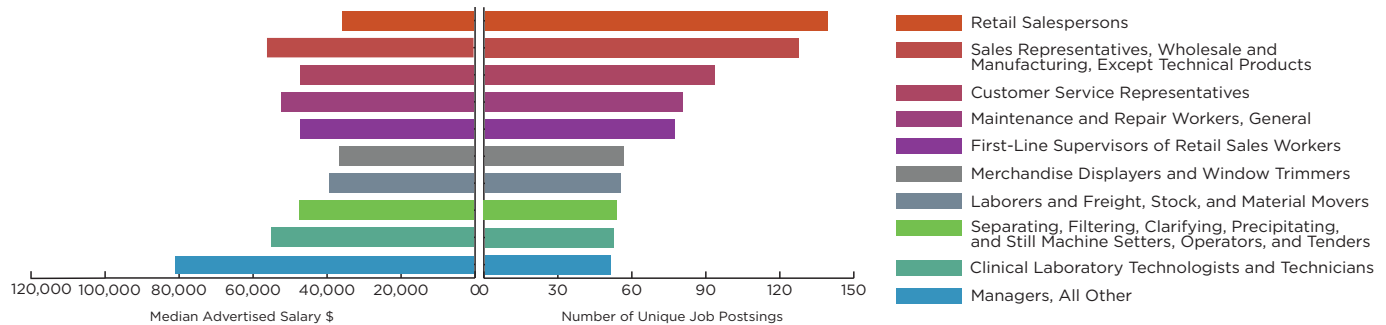


EDUCATION BREAKDOWN FOR UNIQUE JOB POSTINGS 2023 YTD



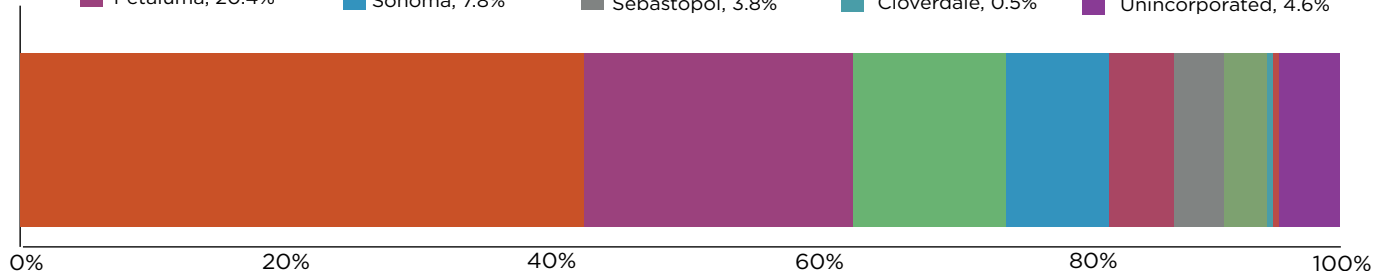
* This includes any mention of an education level listed within the job postings; it may be preferred, required, or negotiable. Further, postings may be tagged with multiple education levels.

TOP 10 OCCUPATIONS BY UNIQUE JOB POSTING VOLUME AND MEDIAN ANNUAL ADVERTISED SALARY 2023 YTD



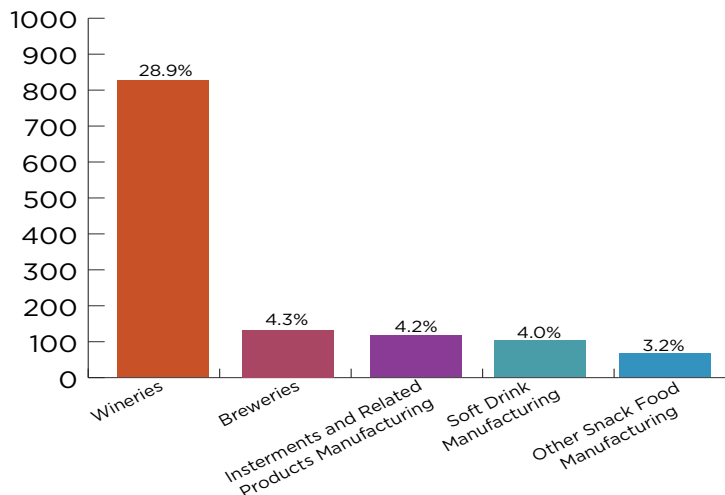
PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY JANUARY 2023 TO SEPTEMBER 2023

- Santa Rosa, 42.8%
- Healdsburg, 11.6%
- Rohnert Park, 5.0%
- Windsor, 3.2%
- Cotati, 0.4%
- Petaluma, 20.4%
- Sonoma, 7.8%
- Sebastopol, 3.8%
- Cloverdale, 0.5%
- Unincorporated, 4.6%



INDUSTRIES & EMPLOYERS

TOP 5 MANUFACTURING INDUSTRIES BY UNIQUE JOB POSTINGS FROM JANUARY-SEPTEMBER 2023



TOP 10 EMPLOYERS BY UNIQUE JOB POSTINGS, JANUARY - SEPTEMBER 2023






Employer	Posting Volume
Jackson Family Wines	272
Keysight	120
Vintage Wine Estates	103
L3 Harris Technologies	82
Amy's Kitchen	69
Medtronic	65
Chevron	62
Heinekin	51
Abbott Laboratories	49
E&J Gallo Winery	47

SKILLS & CERTIFICATIONS

TOP SPECIALIZED AND COMMON SKILLS FROM JANUARY - SEPTEMBER 2023

Top Specialized Skills	Postings YTD 2023	% Of Total Postings	Top Common Skills	Postings YTD 2023	% Of Total Postings
Forklift Truck	291	10%	Communications	1,069	38%
Merchandising	286	10%	Customer Service	968	34%
Marketing	278	10%	Sales	901	32%
Warehousing	256	9%	Management	897	31%
Winemaking	255	9%	Operations	697	24%

Top certifications & qualifications:

-  Valid Driver's License
-  Security Clearance
-  Forklift Certification
-  Food Handler's Card
-  CDL Class A License

MANUFACTURING PROGRAMS IN SONOMA COUNTY

Program	Units/Length	Certificate/Degree	Cost	Ave. Annual Earnings	Dual Enrollment?
Mechatronics Technician	26 units	Certificate	\$1,300	\$123,640	No
Powertrain systems & Electronics	12 units	Certificate	\$600	\$107,931	No
Advanced Manufacturing	27.5 year	Certificate	\$1,375	\$73,989	No
NVCC: Wine Production	18 units	Certificate	\$900	\$72,956	No
Diesel Equipment Technology	28.5 units	Certificate	\$1,425	\$65,989	No
NVCC: Wine Laboratory Tech	9 units	Certificate	\$450	\$61,652	Yes
Welding Technology	19 units	Certificate	\$950	\$56,957	No
Automotive Technology (ASE)	46.5 units	Certificate	\$2,325	\$84,127	No
Automotive Technology: Transmission Specialist	6 units	Certificate	\$300	\$68,950	No



2023 SONOMA COUNTY ACCOMMODATION & FOOD SERVICE SECTOR CAREER OPPORTUNITIES

HIGHLIGHTS



2,721

unique job postings
in 2023 Year-to-Date
(YTD)

-32.8:1

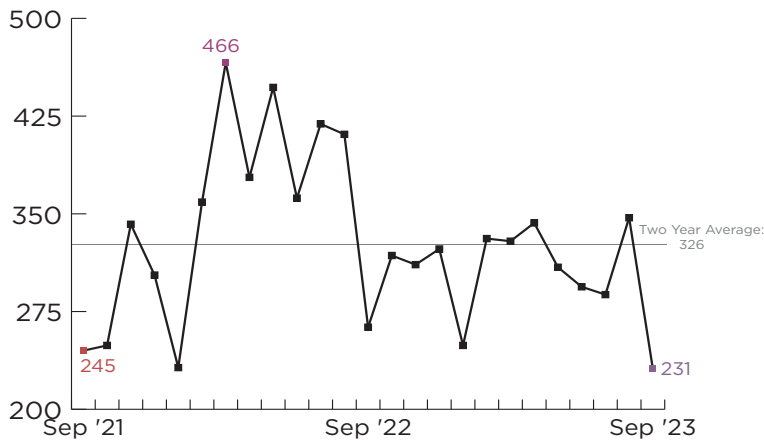
Qualified candidates to top 10
certifications desired by employers
September 2023



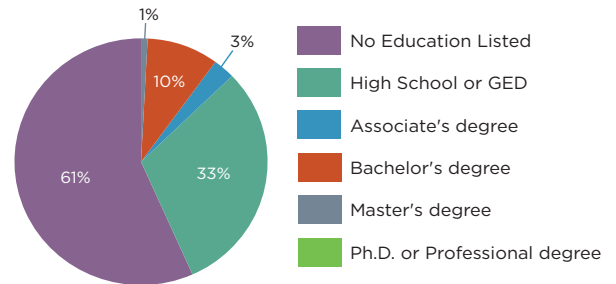
Jobs predicted to increase by
15% by 2027

JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS FROM SEPTEMBER 2021 TO SEPTEMBER 2023

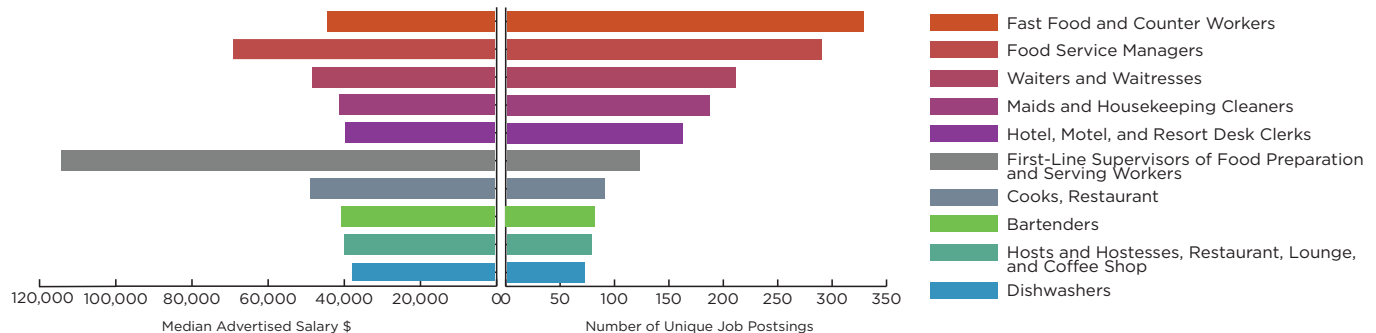


EDUCATION BREAKDOWN FOR UNIQUE JOB POSTINGS 2023 YTD



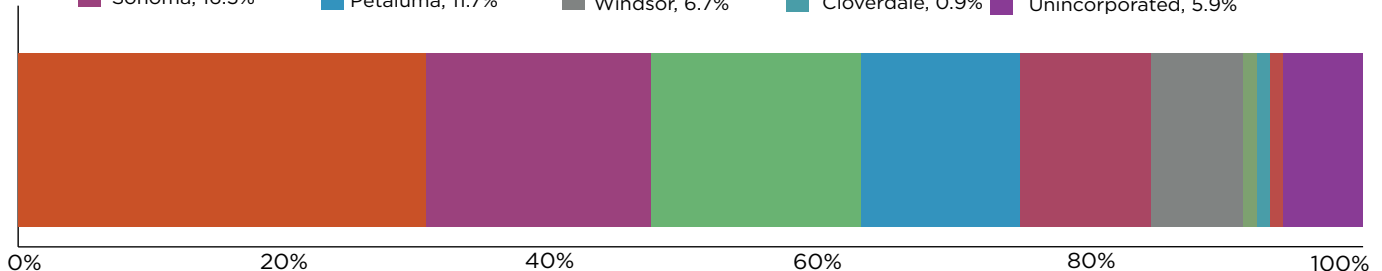
* This includes any mention of an education level listed within the job postings; it may be preferred, required, or negotiable. Further, postings may be tagged with multiple education levels.

TOP 10 OCCUPATIONS BY UNIQUE JOB POSTING VOLUME AND MEDIAN ANNUAL ADVERTISED SALARY 2023 YTD



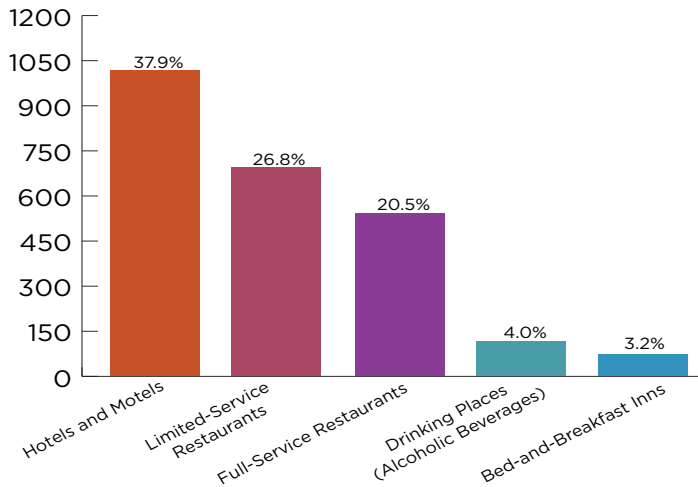
PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY JANUARY 2023 TO SEPTEMBER 2023

Santa Rosa, 30.6% Rohnert Park, 15.8% Healdsburg, 10.0% Sebastopol, 1.1% Cotati, 0.9%
 Sonoma, 16.5% Petaluma, 11.7% Windsor, 6.7% Cloverdale, 0.9% Unincorporated, 5.9%



INDUSTRIES & EMPLOYERS

TOP 5 ACCOMMODATION & FOOD SERVICE INDUSTRIES BY UNIQUE JOB POSTINGS 2023 YTD



TOP 8 EMPLOYERS BY UNIQUE JOB POSTINGS, JANUARY - SEPTEMBER 2023




Employer	Posting Volume
Hilton	161
Taco Bell	111
Montage Hotels & Resorts	110
Starbucks	90
Cattlemans	83
Wyndham Destinations	78
Spanish Peaks Mountain Club	75
Marriott International	74

SKILLS & CERTIFICATIONS

TOP SPECIALIZED AND COMMON SKILLS FROM JANUARY - SEPTEMBER 2023

Top Specialized Skills	Postings YTD 2023	% Of Total Postings	Top Common Skills	Postings YTD 2023	% Of Total Postings
Restaurant Operations	983	36%	Customer Service	1,207	44%
Food Safety	356	13%	Communications	1,026	38%
Housekeeping	312	11%	Management	877	32%
Cash Handling	248	9%	Cleanliness	541	20%
Customer Complaint Resolution	231	8%	Lifting Ability	534	20%

Top certifications & qualifications:

-  Valid Driver's License
-  ServSafe Certification
-  Food Handler's Card
-  Food Safety Certification
-  Cardiopulmonary Resuscitation (CPR) Certification

HOSPITALITY INDUSTRY PROGRAMS IN SONOMA COUNTY

Program	Units/Length	Certificate/Degree	Cost	Ave. Annual Earnings	Dual Enrollment?
Bakery and Pastry Arts Degree	66 units	Associates Degree	\$65,120	\$90,000	No
Wine Business Management	1 year	SSU - Certificate	\$3,295	\$90,000	No
Restaurant Management	60 units	Associates Degree	\$3,000	\$82,688	Yes
Culinary Institute of America: Culinary Arts	69 units	Associates Degree	\$68,080	\$80,200	No
SRJC/Napa Valley: Culinary Arts	60 units	Associates Degree	\$3,000	\$79,600	Yes
College of Marin: Hospitality Management	60 units	Associates Degree	\$3,000	\$77,580	Yes
Restaurant Management	18.5 units	Certificate	\$925	\$72,448	No
Front of House Operations	9.5 units	Certificate	\$475	\$72,448	No
Winery Management	10 units	Certificate	\$500	\$72,107	No



2023 SONOMA COUNTY RETAIL SECTOR CAREER OPPORTUNITIES

HIGHLIGHTS



4121

unique job postings
in 2023 Year-to-Date
(YTD)

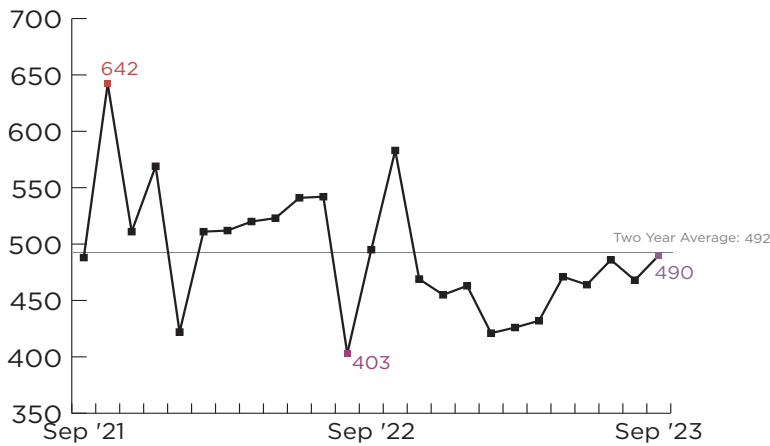
\$40,600 Median Advertised
Salary



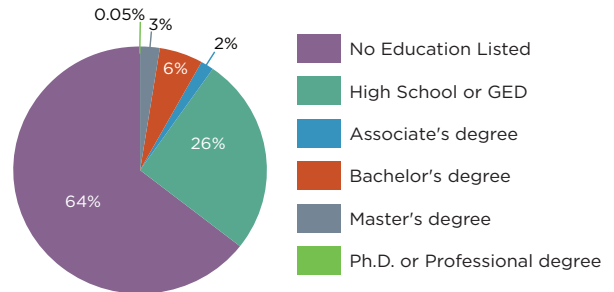
Jobs predicted to increase by
-2% by 2027

JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS FROM SEPTEMBER 2021 TO SEPTEMBER 2023

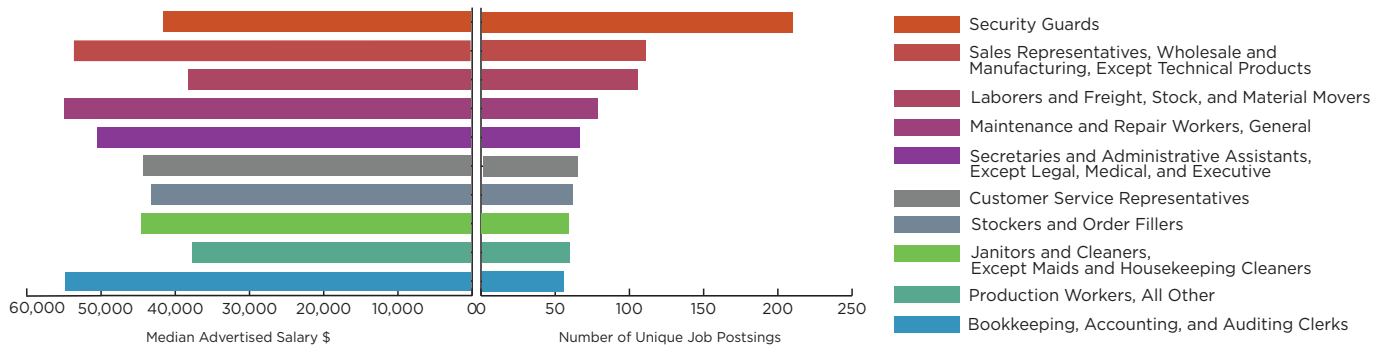


EDUCATION BREAKDOWN FOR UNIQUE JOB POSTINGS 2023 YTD



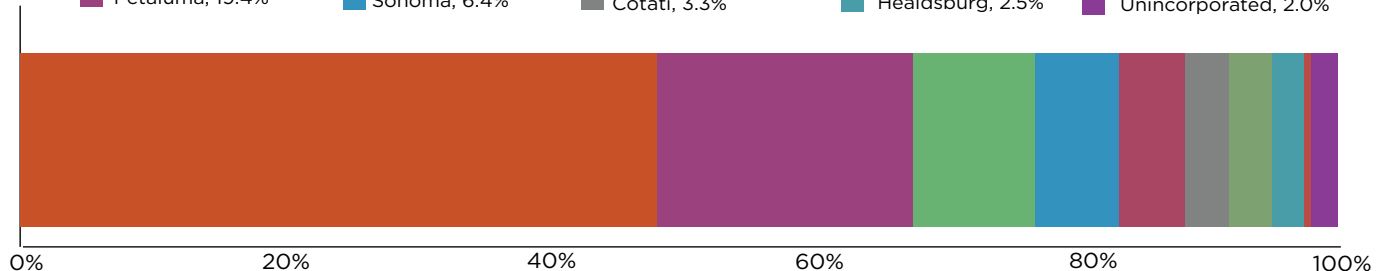
* This includes any mention of an education level listed within the job postings; it may be preferred, required, or negotiable. Further, postings may be tagged with multiple education levels.

TOP 10 OCCUPATIONS BY UNIQUE JOB POSTING VOLUME AND MEDIAN ANNUAL ADVERTISED SALARY 2023 YTD



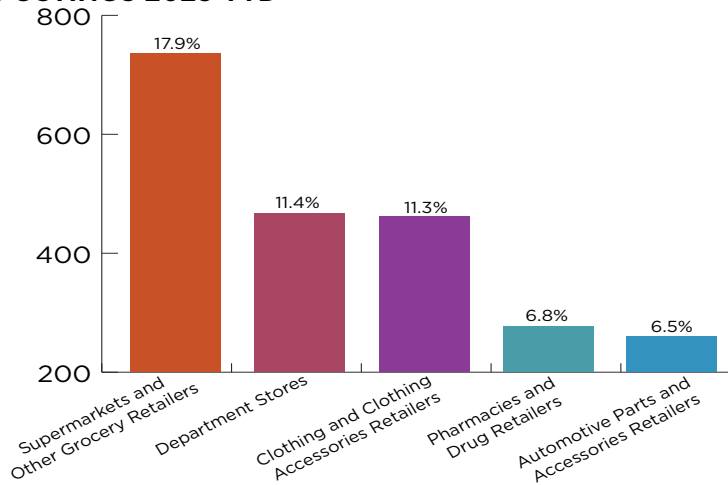
PERCENTAGE OF UNIQUE JOB POSTINGS BY CITY JANUARY 2023 TO SEPTEMBER 2023

■ Santa Rosa, 48.4%
 ■ Rohnert Park, 9.2%
 ■ Windsor, 5.0%
 ■ Sebastopol, 3.3%
 ■ Cloverdale, 0.5%
■ Petaluma, 19.4%
 ■ Sonoma, 6.4%
 ■ Cotati, 3.3%
 ■ Healdsburg, 2.5%
 ■ Unincorporated, 2.0%



INDUSTRIES & EMPLOYERS

TOP 5 RETAIL INDUSTRIES BY UNIQUE JOB POSTINGS 2023 YTD



TOP 8 EMPLOYERS BY UNIQUE JOB POSTINGS, JANUARY - SEPTEMBER 2023




Employer	Posting Volume
Oliver's Market	197
O'Reilly Autoparts	149
CVS	130
Macy's	113
SAS Retail Services	112
SaveMart Supermarkets	111
Whole Foods	107
Target	101
Friedman's Home Improvement	98
Safeway	95

SKILLS & CERTIFICATIONS

TOP SPECIALIZED AND COMMON SKILLS FROM JANUARY - SEPTEMBER 2023

Top Specialized Skills	Postings YTD 2023	% Of Total Postings	Top Common Skills	Postings YTD 2023	% Of Total Postings
Merchandising	1,855	45%	Customer Service	2,663	65%
Selling Techniques	738	18%	Sales	2,336	57%
Product Knowledge	705	17%	Communications	1,584	38%
Cash Register	510	12%	Management	1,238	30%
Loss Prevention	432	10%	Leadership	974	24%

Top certifications & qualifications:

-  Valid Driver's License
-  Automotive Service Excellence (ASE)
-  Certified Pharmacy Technician
-  Registered Pharmacist (RPh)
-  Immunization Certification

RETAIL SECTOR PROGRAMS IN SONOMA COUNTY

Program	Units/Length	Certificate/Degree	Cost	Ave. Annual Earnings	Dual Enrollment?
Bookkeeper	24.5 weeks	Certificate	\$1,225	\$47,973	No
Account Clerk/ Payroll	16 units	Certificate	\$800	\$48,070	No
Pharmacy Technician	60 units	Associate Degree	\$3,000	\$42,714	Yes
Administrative Assistant	30 units	Certificate	\$1,500	\$71,588	No
Human Resources Administration	60 units	Associate Degree	\$3,000	\$71,000	Yes
Marketing	12 units	Certificate	\$600	\$62,274	No
Office Assistant	12.5 units	Certificate	\$625	\$45,020	No
Automotive Technology (ASE)	60 units	Associate Degree	\$3,000	\$73,754	No
Interior Design	60 units	Associate Degree	\$3,000	\$77,500	Yes
SSU: Business Administration	120 units	Bachelor's Degree	\$22,968	\$85,000	No

