



REGIONAL IMPACT REPORT FOR

# Cuesta College

For the following region(s): Santa Barbara County, CA

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# Introduction

This informational report provides a summary overview of how the COVID-19 pandemic is affecting your regional economy (as captured by job postings activity among occupations and companies) and alumni base. If you have questions about the report, need additional insights, or would like to discuss this information further, please do not hesitate to contact me at [ralph.plaza@economicmodeling.com](mailto:ralph.plaza@economicmodeling.com).

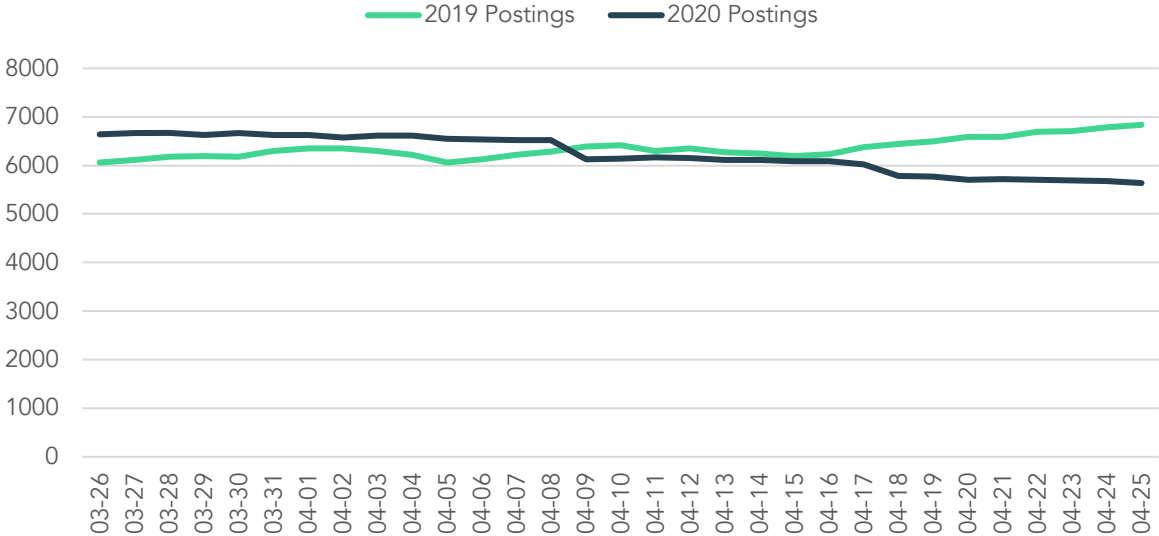
**NOTE:** All job posting data shown below is for the 30 day period of 3/26/2020 to 4/25/2020.

# Job Posting Changes

## REGIONAL OVERVIEW

From March 26 to April 25, unique job postings in your region decreased from 6,647 postings to 5,637 postings. As of April 25, postings were 18% lower than they were a year ago.

## Active Postings Trend



## Companies that have ramped up posting activity

Top 10 ranked by % change from March 25 to April 27

Company	Active Postings	% Change
Rite Aid Corporation	12	102.14%
Dollar General Corporation	13	91.62%
Indyne, Inc.	19	86.70%
CVS Health Corporation	59	78.39%
Honor LLC	12	76.88%
Circle K Stores Inc.	11	62.14%
Sbcc Radio	32	57.22%
SunOpta Inc	12	57.22%
Lull, LLC	12	57.22%
Northrop Grumman Corporation	26	53.29%

## Companies that have slowed posting activity

Bottom 10 ranked by % change from March 26 to April 25

Company	Active Postings	% Change
Ulta Salon, Cosmetics & Fragrance, Inc.	13	-65.16%
Wanderlus	19	-63.86%
Jack In The Box Inc.	15	-42.94%
Santa Barbara	56	-40.51%
Sansum Clinic	17	-22.90%
Apeel Sciences Inc	36	-22.82%
Appfolio, Inc.	62	-19.66%
Petsmart, Inc.	24	-19.14%
Santa Barbara County Education Office	31	-16.92%
Santa Maria	12	-11.56%

## Occupations with increased posting activity

Top 10 ranked by % change from March 26 to April 25

Occupation	Active Postings	% Change
Education Administrators	24	57.22%
Buyers and Purchasing Agents	21	45.66%
Health Practitioner Support Technologists and Technicians	51	43.19%
Chief Executives	12	41.50%
Physician Assistants	13	39.36%
Social and Community Service Managers	21	37.57%
Physicians and Surgeons	51	36.68%
Purchasing Managers	18	32.66%
Architectural and Engineering Managers	28	32.07%

## Occupations with slowed posting activity

Bottom 10 ranked by % change from March 26 to April 25

Occupation	Active Postings	% Change
Teacher Assistants	13	-41.04%
Food Preparation Workers	13	-30.32%
Public Relations and Fundraising Managers	13	-27.00%
Cooks	24	-25.53%
Construction Managers	15	-23.10%
Fast Food and Counter Workers	41	-20.74%
Hotel, Motel, and Resort Desk Clerks	26	-19.32%
Therapists	59	-19.10%
Registered Nurses	209	-17.30%
Retail Salespersons	210	-16.90%

# Skills Analysis - ranked by % of postings mentioning each skill

**Hiring Skills:** Top skills across the 20 occupations with the most job posting growth from March 26 to April 25

**Resilient Skills:** Top skills across all occupations that grew from March 26 to April 25

**Furloughed Skills:** Top skills across the 20 occupations with the most job posting decline from March 26 to April 25

Hot Skills			Resilient Skills			Cold Skills		
Skill	#	Change	Skill	#	Change	Skill	#	Change
Communications	69	35.94%	Communications	1982	35.19%	Communications	19	32.76%
Management	52	27.08%	Management	1509	26.79%	Management	12	20.69%
Operations	46	23.96%	Customer Service	1220	21.66%	Valid Driver's License	10	17.24%
Customer Service	34	17.71%	Sales	1212	21.52%	Customer Service	8	13.79%
Detail Oriented	28	14.58%	Operations	1114	19.78%	Interpersonal Communications	8	13.79%
Innovation	28	14.58%	Leadership	923	16.39%	Cardiopulmonary Resuscitation (CPR)	7	12.07%
Leadership	28	14.58%	Detail Oriented	734	13.03%	Operations	7	12.07%
Research	28	14.58%	Valid Driver's License	718	12.75%	Teaching	7	12.07%
Coordinating	24	12.50%	Presentations	647	11.49%	Written Communication	7	12.07%
Microsoft Excel	24	12.50%	Problem Solving	586	10.40%	Leadership	6	10.34%
Interpersonal Communications	20	10.42%	Research	558	9.91%	Microsoft Excel	6	10.34%
Presentations	20	10.42%	Microsoft Excel	547	9.71%	Purchasing	6	10.34%
Valid Driver's License	20	10.42%	Interpersonal Communications	541	9.61%	Coordinating	5	8.62%
Written Communication	19	9.90%	Written Communication	507	9.00%	First Aid	5	8.62%
Certified Pharmacy Technician	18	9.38%	Merchandising	474	8.42%	Multilingualism	5	8.62%
Decision Making	18	9.38%	Innovation	462	8.20%	Presentations	5	8.62%
Microsoft Office	18	9.38%	Microsoft Office	460	8.17%	Research	5	8.62%
Microsoft PowerPoint	18	9.38%	Coordinating	419	7.44%	Sales	5	8.62%
Problem Solving	18	9.38%	Organizational Skills	391	6.94%	Special Education	5	8.62%
Writing	18	9.38%	Computer Literacy	366	6.50%	Verbal Communication Skills	5	8.62%

# COVID 19: Alumni Impact

For institutions eager to engage past students during this time, below is an estimate of which alumni occupations are most likely to experience disruption related to COVID-19. These estimates are based on data from [O\\*NET](#) that identifies which occupations require working in close physical proximity to others.

## Estimate of Impacted Occupations

Emsi estimates that 52,434 of Santa Barbara County, CA’s 233,783 jobs are in fields that require working in close proximity to others (excluding healthcare workers). That is 22% of jobs in the region. For comparison, this same set of jobs makes up 29% of the overall US workforce.

## Impact on Alumni

In Emsi’s profile database, there are currently 13,728 profiles of past students for Cuesta College. Of those profiles, 1,250 work in occupations that require working in close physical proximity to others (per O\*NET), and are therefore more likely to be disrupted by public health measures like social distancing and shelter-in-place orders.

Occupation	# of alumni	% of alumni working in SOC
Customer Service Representatives	295	2.15%
Miscellaneous Community and Social Service Specialists	114	0.83%
Waiters and Waitresses	83	0.60%
Supervisors of Food Preparation and Serving Workers	76	0.55%
Stock Clerks and Order Fillers	56	0.41%
Teacher Assistants	51	0.37%
First-Line Supervisors of Construction Trades and Extraction Workers	51	0.37%
Personal Care Aides	37	0.27%
Childcare Workers	36	0.26%
Bartenders	33	0.24%
Recreation and Fitness Workers	33	0.24%