

HUMAN CAPITAL → LABOR MARKET

An educated, skilled workforce is a critical component for competing in today's global economy. Despite the attraction of low cost areas, businesses tend to locate where there is a concentration of talent and skills. Communities with a high quality of life and a growing job base attract skilled workers.

1 HIGHLY EDUCATED WORKFORCE

In a global economy, having an educated workforce is critical to increasing productivity, fostering innovation, and attracting knowledge-based jobs.

HOW ARE WE DOING?

Contra Costa County has a highly educated population. Eighty-nine percent of its adult residents over the age of 25 have at least a high school diploma. More than 38% have a Bachelors Degree or higher. Over the next five years, 54% of the top growth occupations in Contra Costa County will require at least an AA Degree or higher.

2 FAVORABLE RANKING

Entrepreneurial regions typically possess the highest proportion of the population with a college degree. Almost all creative centers are places with a high concentration of educated people and the ability to retain those skills.

HOW ARE WE DOING?

The Bay Area is the most highly educated region in the State and one of the highest in the nation. Contra Costa ranks fifth in both the State and Bay Area in terms of the percentage of its population over 25 years of age with a Bachelor's Degree or higher. Contra Costa County is 44th in the nation, ranking well above the national average. Young workers (age 25-34) are the least educated (31.8%), followed by mid-career (age 35-44) workers (36.7%). Older workers (age 45-64) are the best educated (39.9%). As the older workers retire there will be fewer workers with at least a bachelor's degree. Generation Y, which is in their teens and early-twenties, will need to acquire the education and skills necessary to maintain a competitive workforce.

3 DIFFERENT OCCUPATIONAL STRENGTHS

Businesses looking to grow and expand need an experienced workforce with a broad range of skills. Innovative regions have a large creative class that includes people in science and engineering, architecture and design, arts and entertainment, whose job is to create new ideas, new technology, and new creative content.

HOW ARE WE DOING?

The occupational profile varies between the County's four sub-regions. South County has the largest percentage of management personnel in its workforce, while the West and East Sub-regions of the County have the largest percentage of office workers. East County, which is experiencing the greatest growth, also has the largest percentage of construction workers. Central County has the largest number of professional and technical workers. Housing prices influence where workers can afford to live.

4 BUSINESS-RELATED OCCUPATIONS

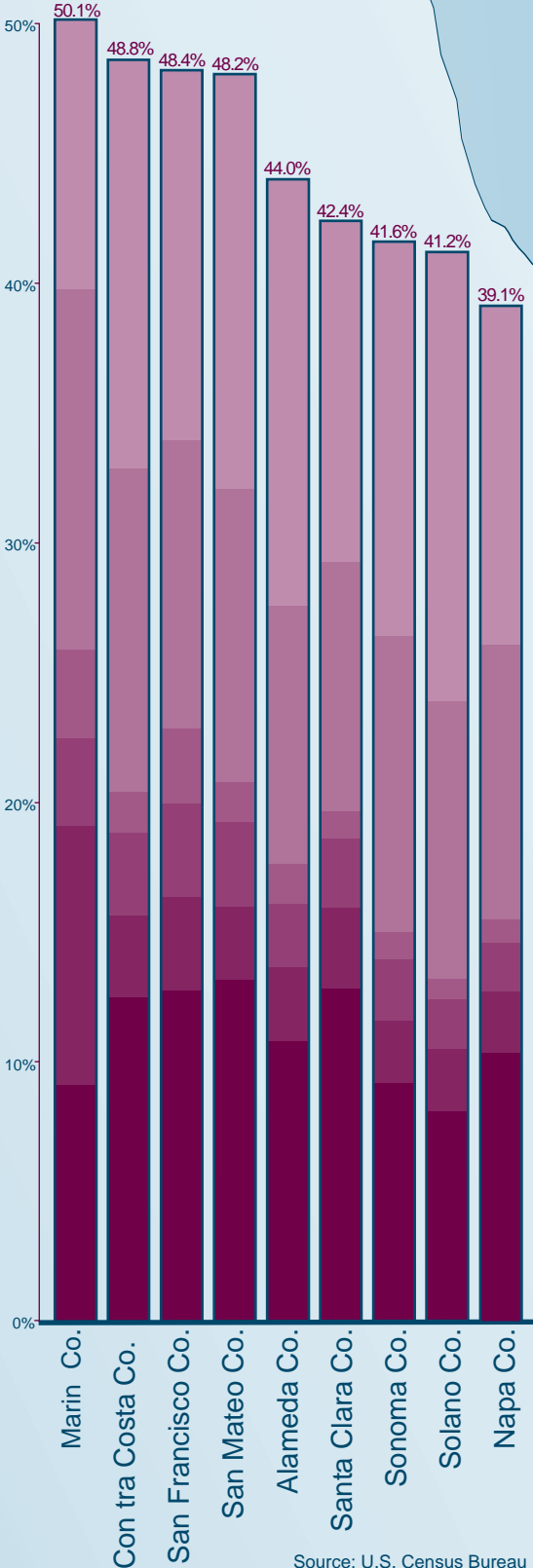
Businesses looking to expand or entrepreneurs looking to start new businesses require an experienced, skilled workforce.

HOW ARE WE DOING?

With 48.8% of its workforce involved in business related occupations, Contra Costa ranks number two in the Bay Area behind Marin County (50.1%) and is slightly ahead of San Francisco (48.2%) and San Mateo (48.4%) counties.

4 Business Related Occupations Account for Largest Percentage of County's Workforce

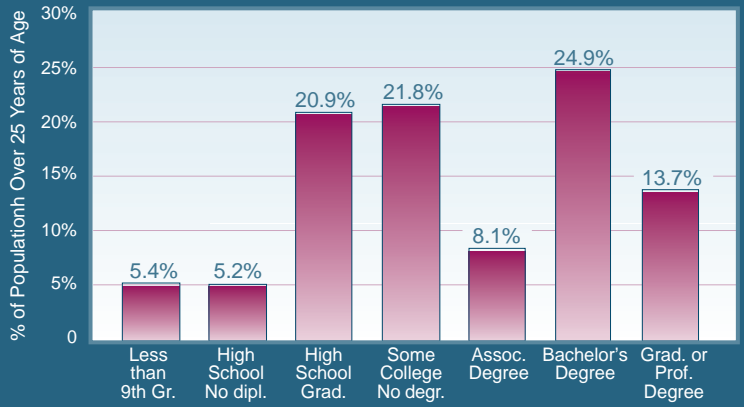
- Administrative Support
- Sales
- Legal
- Financial
- Business Operations
- Management



Source: U.S. Census Bureau

1 Contra Costa Has a Well Educated Workforce

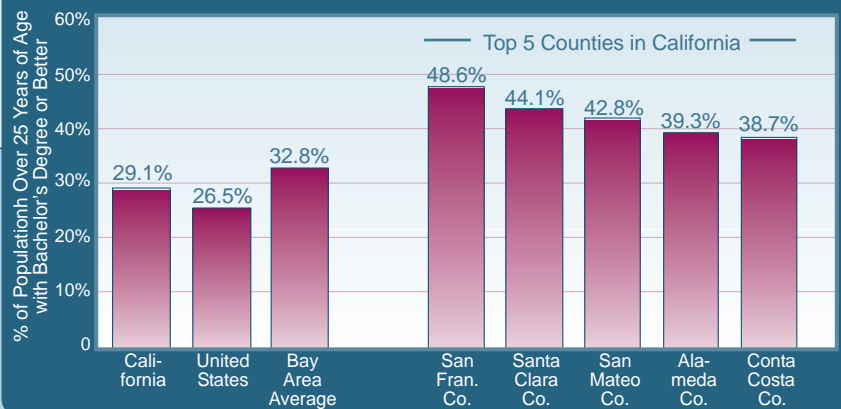
EDUCATION LEVEL ATTAINED BY CONTRA COSTA POPULATION



Source: U.S. Census

2 County's Well Educated Population Ranks Favorably

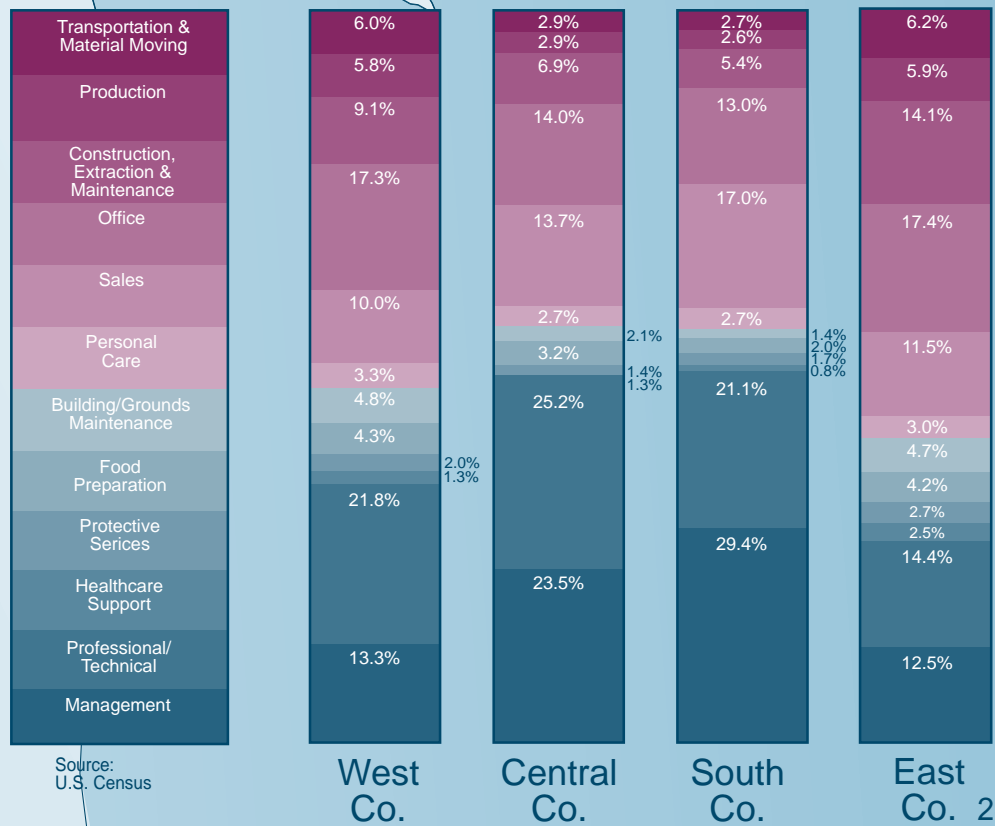
CALIFORNIA'S WELL EDUCATED COUNTIES



Source: U.S. Census

3 County Sub-regions Have Different Occupational Strengths

OCCUPATION PROFILE BY SUB-REGION IN CONTRA COSTA COUNTY



Source: U.S. Census

HUMAN CAPITAL → WORKFORCE TRAINING

"Tertiary education is more critical the flatter the world gets, because technology will be churning old jobs, and spawning new, more complex ones." Thomas Friedman, *The World Is Flat*, p. 289.

1 LOCAL COLLEGES

A knowledge-based economy is dependent upon its institutions of higher learning for educating and training future entrepreneurs and a skilled workforce.

HOW ARE WE DOING?

Contra Cost County enjoys a diverse group of institutions of higher learning from community colleges and technical schools to four-year institutions. Contra Costa is home to St. Mary's College in Moraga, John F. Kennedy University in Pleasant Hill, and CSU-East Bay in Concord. Between 2002 and 2004 enrollment at CSU-East Bay increased by 3.0% to 1,585, while enrollment at St. Mary's College rose by 3.4% to 4,859, and enrollment at John F. Kennedy University's increased by 6% to 1,700 students.

2 COMMUNITY COLLEGE ENROLLMENT TRENDS

Community colleges play a key role in workforce training. During economic downturns, many people turn to education to enhance their job skills, upgrade their knowledge, or prepare themselves for new jobs in order to remain competitive.

HOW ARE WE DOING?

Enrollment figures at Diablo Valley College, Los Medanos College, and Contra Costa College have remained fairly consistent over the past decade. Following the dot-com crash, enrollment at all three colleges jumped but returned to previous levels as the economy and the job market improved. Enrollment in social science, applied & fine arts, english, and business has increased in recent years. Math, science, and engineering have declined slightly or remained flat.

Three departments experienced a sharp decline in student enrollment between 2000-2002 -- CIS, computer science, and electronics. This decline may be due in part to the shrinking technology sector in Silicon Valley and the Bay Area during this period. Overall enrollment may have declined slightly due to increased fees and a reduction in course offerings as a result of budget cuts.

3 COMMUNITY COLLEGE TRANSFER RATES

Community colleges provide stepping stones to four-year colleges and universities. Transfer rates are used to measure the number of community college students who move on to four-year institutions.

HOW ARE WE DOING?

Over the last ten years, the gross transfer rate at Diablo Valley College averaged 7.5% compared to Los Medanos College, which averaged 2%, and Contra Costa Community College, which averaged 3%. Recent studies show that Diablo Valley College continues to have one of the highest transfer rates in the state and is consistently among the top ten California Community Colleges for transfers to UC/CSU schools. The percentage of transferred students has remained fairly consistent over the past five years after peaking in 2000.

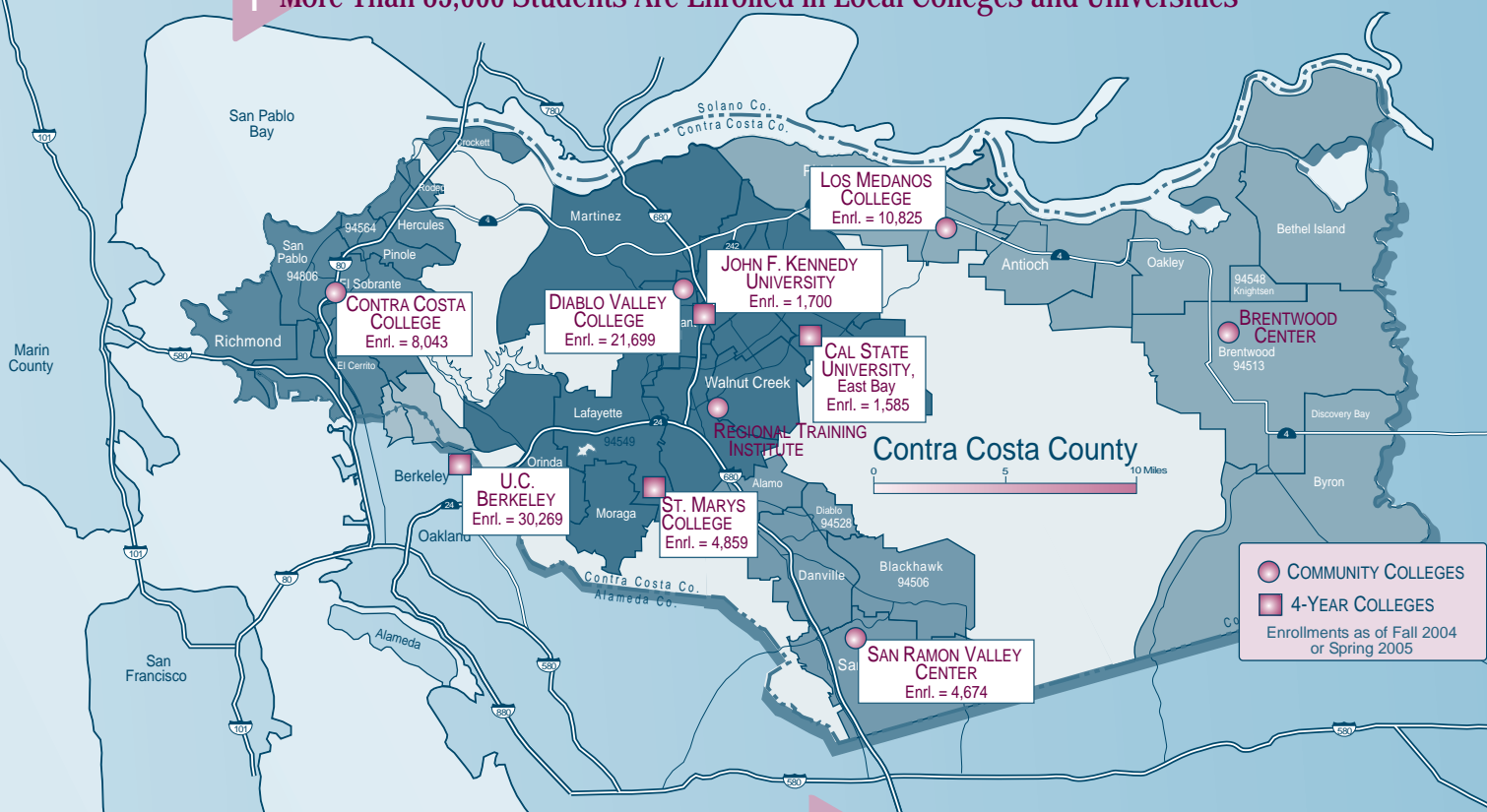
4 MIXED RESULTS

Completing the required course work to either transfer to a baccalaureate institution or be awarded an AA degree is an indication of student preparedness for obtaining higher paying quality jobs.

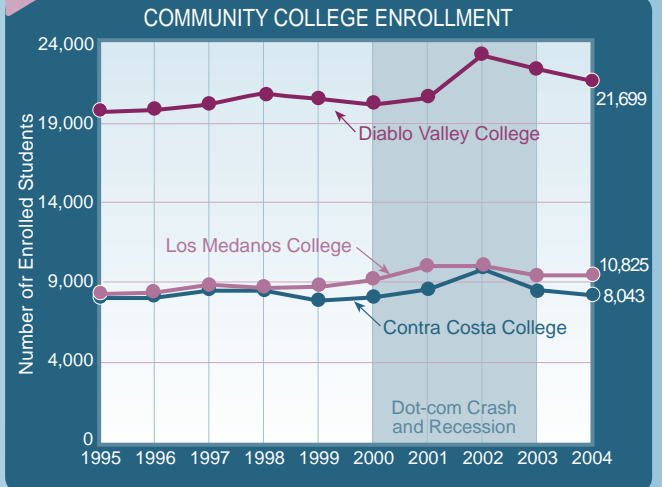
HOW ARE WE DOING?

The number of students completing the required course work and transferring to UC/CSU schools is increasing. The number of AA degrees and certificates being awarded has declined in the past several years. There are also some challenges in the successful completion of basic skills courses and vocational education courses. Statewide the number of degrees awarded by Community Colleges has increased slightly, while the number of certificates issued has remained flat. Examination of awards by DVC indicates a consistent decline in the number of associate degrees and certificates during the past five years.

1 More Than 83,000 Students Are Enrolled in Local Colleges and Universities

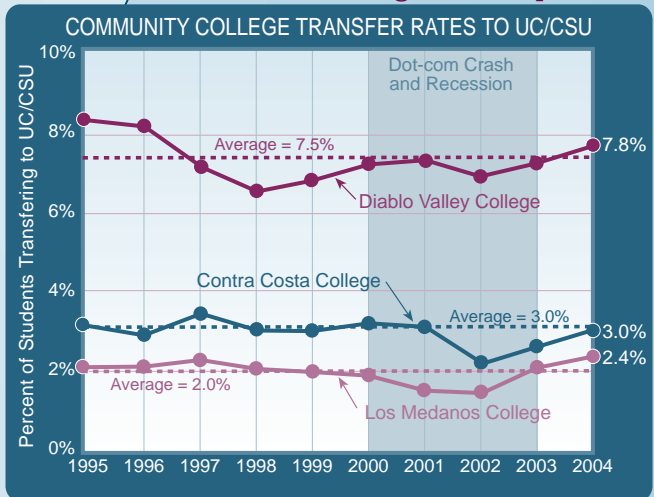


2 Community College Enrollment Remains Stable



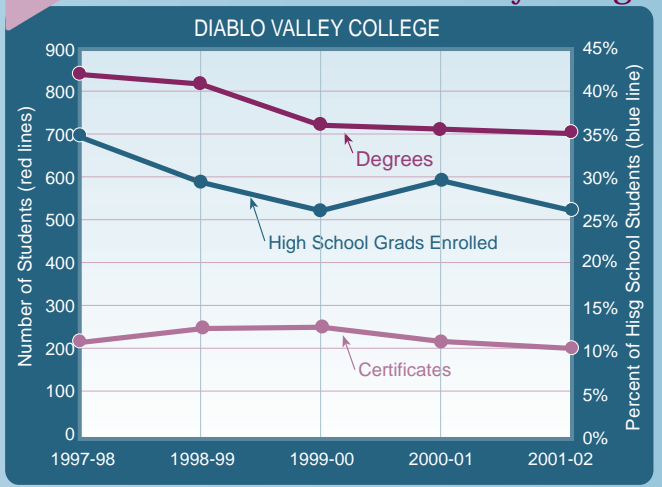
Source: Contra Costa Community College District

3 Community College Transfers to UC/CSU Schools Are Increasing After Drop



Source: Contra Costa Community College District

4 Mixed Results at Diablo Valley College



SOURCE: DVC Institutional Effectiveness Fact Book, 2003