MAPPING SAN DIEGO'S FUTURE: A SNAPSHOT OF YOUTH RESOURCES AND NEEDS

YOUTH MAPPING PROJECT: SUMMARY REPORT

SAN DIEGO
**WORKFORCE
PARTNERSHIP**®

*Creating Workforce Solutions
for the San Diego Region*

JULY 2004

The Workforce Partnership would like to thank all of those who contributed to

MAPPING SAN DIEGO'S FUTURE: A SNAPSHOT OF YOUTH RESOURCES AND NEEDS:

Mapping San Diego's Future:
A Snapshot of Youth Resources and Needs

MAPPING SAN DIEGO'S FUTURE: A SNAPSHOT OF YOUTH RESOURCES AND NEEDS is part of the Youth Mapping Project, an effort to improve the education and employment services available for youth across San Diego County. The San Diego County School-to-Career Youth Council, a Sub-Committee of the San Diego Workforce Partnership's Workforce Investment Board, initiated the project. The Youth Mapping Project supports the Council's vision of *maximizing the opportunities for youth to develop and achieve their potential,* and its mission of *advocating and sustaining an integrated regional youth development system.*

The purpose of the Youth Mapping Project is to:

IMPROVE THE RESPONSIVENESS of workforce preparation programs in order to better serve youth,

BUILD TOWARDS A COMPREHENSIVE SYSTEM that is responsive to needs identified by the community,

EDUCATE THE COMMUNITY about the value of youth workforce preparation services,

INCREASE THE AVAILABILITY AND ACCESS of youth workforce preparation services, and

INCREASE COMMUNITY AND YOUTH PARTICIPATION in the design of youth workforce preparation programs.

The Project developed four products:

MAPPING SAN DIEGO'S FUTURE: A SNAPSHOT OF YOUTH RESOURCES AND NEEDS: An analysis of the needs of the region's youth, and a strategy for building a more comprehensive and responsive youth workforce preparation system.

VOICES FROM THE FIELD: A summary of youth, parent, employer, educator, and community organization perspectives on the youth workforce preparation system.

YOUTH MAPPING RESOURCES: A vast array of information that policy makers and service providers can use to improve the quality of their workforce preparation systems, including 1) an analysis of the County's youth population and the region's economic future and 2) an inventory of funding resources that support youth workforce preparation services.

YOUTH CONNECTIONS LOCATOR: A user-friendly database of the organizations that provide youth services in the San Diego region, at **www.SDcommunities.net/youthmapping.aspx.**

All of these products, along with extensive appendices, can be accessed electronically at **www.SanDiegoAtWork.com/youthmapping.**
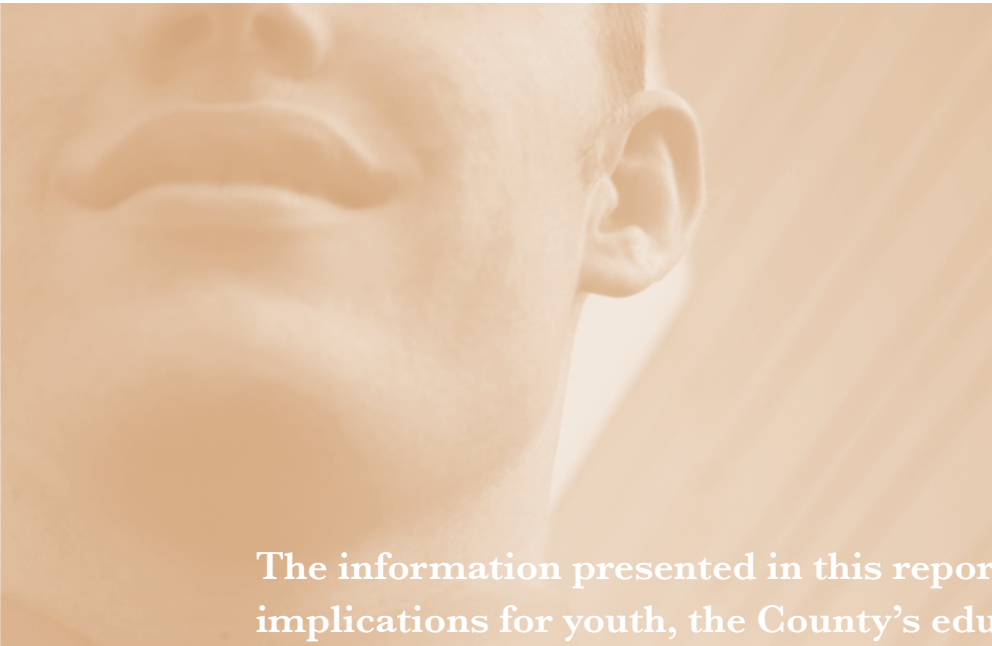
Preface

MAPPING SAN DIEGO'S FUTURE: A SNAPSHOT OF YOUTH RESOURCES AND NEEDS examines economic opportunities for youth, compares these to the knowledge and skills youth possess and existing youth education and employment services, and prescribes policy and program changes to ensure youth are positioned to succeed in our region's economic future. The publication draws on existing economic, demographic, educational, and programmatic data, as well as provider surveys and the opinions of San Diego youth, parents, employers, educators, and community organizations. **MAPPING SAN DIEGO'S FUTURE** provides useful information for a number of audiences:

POLICY MAKERS AND ADVISORY GROUPS, including members of the Workforce Investment Board and Youth Council, will use the information to make recommendations and decisions regarding priorities in strategic planning and resource allocation, as well as in developing strategies for building a regional youth workforce preparation system.

LOCAL SERVICE PROVIDERS, including educational institutions, community-based organizations, and Career Center operators, can use the information to align their services to meet the needs of their customers, and build collaborations among a variety of organizations to effectively leverage resources within their region.

CUSTOMERS, including youth, youth advocates, and parents or guardians, can gain a greater understanding of the availability of programs and services that are designed to meet youths' individual needs.

THE SAN DIEGO WORKFORCE PARTNERSHIP will use the information to identify the current needs of the region's youth, develop training and technical assistance supports, and incorporate the results into the redesign of San Diego's youth workforce preparation system.

The information presented in this report has significant implications for youth, the County's education and employment services and programs, and the overall youth workforce preparation system for San Diego County.

The San Diego County School-to-Career Youth Council and the Workforce Partnership have the unique opportunity to use the data presented in this report to improve overall policies, support specific services offered to youth, redirect their own funds, and leverage or influence other funding streams. The Youth Council can work to serve youth better by improving the providers' services, providing information to policy makers and practitioners, and developing strong collaborations among organizations and systems serving youth ages 14 to 21. Each constituency represented on the Youth Council should consider the implications of this report on the individual systems they represent.

Ultimately, the value of this report will depend on the willingness of youth policy makers to review their policies regarding funding and program coordination. Immediate action is required. The functions of the Youth Council are to convene leadership to take action, coordinate youth services across the County, measure the quality and impact of these efforts, and promote policies to sustain effective practices. This report can serve as a compass for the Youth Council and the Workforce Partnership, giving direction to their efforts to build a high quality, coordinated, and connected youth workforce preparation system. Ultimately, a coordinated network of information and services will provide youth with long-term success in the labor force and a better quality of life.

MAPPING SAN DIEGO'S FUTURE: A SNAPSHOT OF YOUTH RESOURCES AND NEEDS draws much of its economic data from *A Path to Prosperity: Preparing Our Workforce,* published by the San Diego Workforce Partnership in December 2002. *A Path to Prosperity* examines the current supply and demand for labor, and projects what that supply and demand will be in 2010. The study identifies the gaps between employers' needs and available workers, provides insights into what those gaps may be in the future, and presents a number of recommendations designed to better align our region's labor supply and demand. It provides the San Diego region with valuable information on the steps it must take to ensure that businesses are able to find the skilled employees they need, and residents are prepared to succeed in our regional economy. To find out more about *A Path to Prosperity,* or order a copy of the publication, visit the labor market information (LMI) section of the Workforce Partnership's website, www.SanDiegoAtWork.com.

The Economy:
Where Are the Jobs?

Although the rest of the state experienced a recession over the last four years, San Diego seemed relatively immune. Unemployment remained low relative to the rest of California, consumer spending outpaced the state average, and the region continued to generate new jobs. A big contributor to San Diego's prosperity is the industry sector balance among local employers. The region's economy is a mix of business, medical, and visitor services, along with defense, biotechnology, and high-tech industries. When one industry slumps, another is surging.[1]

Local economists and government and community leaders who spoke at the 20th annual San Diego County Economic Roundtable in January foresaw a strong 2004 San Diego economy, with 11,000 to 15,000 new jobs created, and unemployment around four percent.[2] Employment in San Diego will grow by 15% between 2000 and 2010, from 1,208,300 to 1,392,457 jobs – an increase of over 184,000 new employment opportunities.[3]

INDUSTRY GROWTH

Evidence suggests San Diego County jobs are becoming increasingly more knowledge-based and increasingly more service-oriented. The experts at the 2004 San Diego County Economic Roundtable predicted job growth in high-tech areas – Biosciences, Telecommunications, Computer and Electronics Manufacturing, and Software and Computer Services – as well as in the Medical Services, Business Services, Visitor Industry Services, Construction, and Defense and Transportation Manufacturing industries.[4]

The San Diego Association of Governments (SANDAG) identified 15 key industry clusters for the region.[5] These clusters encompass industry sectors of significant economic activity that bring outside money into the region and drive the rest of the economy by stimulating job growth in other local industries. Taken together, these clusters are expected to experience better-than-average growth, and create more employment opportunities than other San Diego industries. Although these 15 clusters only constituted 35 percent of the region's 2000 employment, they are expected to account for a disproportionately large 40 percent of the region's job growth between 2000 and 2010.

The Business Services cluster – a "catch all" industry cluster that ranges from copy shops to law firms – is the largest of the 15 SANDAG clusters. Together, Business Services, Visitor Industry Services, and Medical Services will account for 61% of all cluster employment in 2010, as well as the *greatest* cluster employment growth between 2000 and 2010. *Fastest* cluster growth is expected in the Recreational Goods, Medical Services, Software and Computer Services, and Entertainment and Amusement clusters. It is worth noting that Medical Services is expected both to have fast growth *and* add the most jobs between 2000 and 2010 (Figure 1).

OCCUPATIONAL GROWTH

The occupational categories with the greatest number of San Diego employees in 2000 were miscellaneous sales;[6] food and beverage services; office workers; and teachers, educators, and librarians. Together, they accounted for nearly one-third of all wage and salary employment.

Occupational categories that are expected to grow are service-oriented occupations that require knowledge and information skills. The categories that will provide the *greatest number* of new jobs between 2000 and 2010 are miscellaneous sales; teachers, educators, and librarians; staff managers; construction trades; and food and beverage services. The *fastest* job growth, however, will be in the occupational categories of computer and math scientists, natural scientists, construction trades, miscellaneous professionals,[7] and health services.[8]

Figure 1

Employment in Traded Industry Clusters: San Diego Region,

2000 (N = 423,463) to 2010 (N = 497,701)
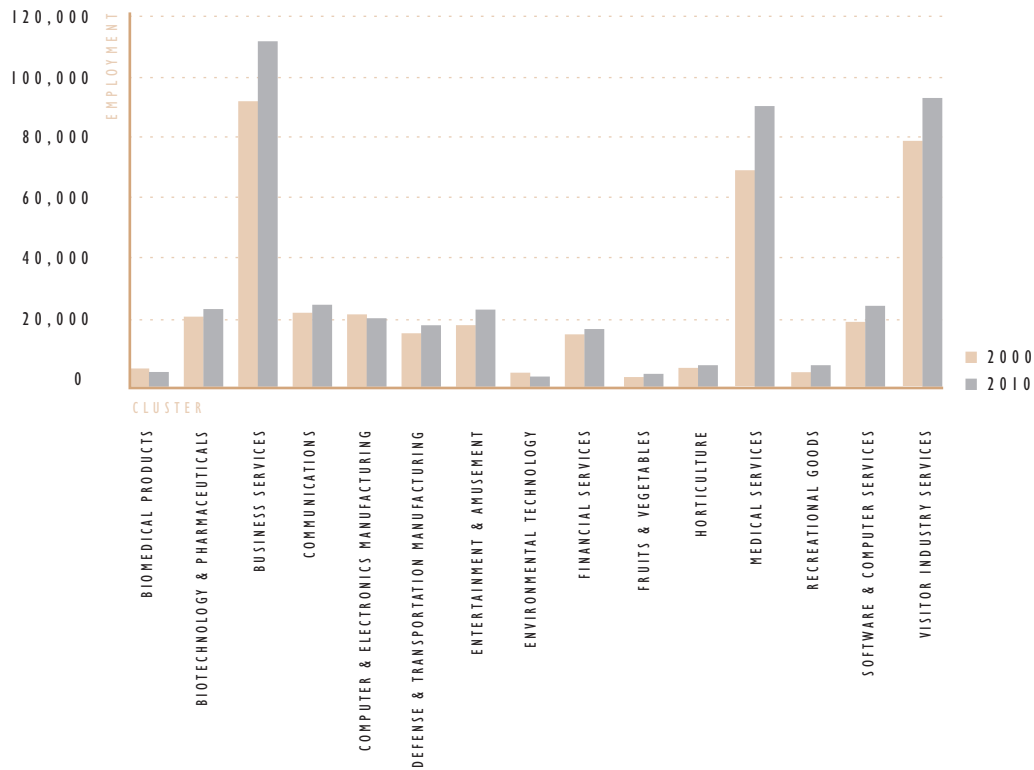
Source: *A Path to Prosperity: Preparing Our Workforce*, **Figure 1.7 with data from Table 1.6.**

REGIONAL DIFFERENCES

EMPLOYMENT GROWTH 2000-2010: The largest employment growth in the region is expected in Chula Vista, with approximately 17,224 jobs added. Carlsbad, Otay Mesa, Vista, and Oceanside also expect substantial growth.[9]

WHAT DOES THIS MEAN FOR YOUTH?

YOUTH NEED TO BE PREPARED FOR ENTRY-LEVEL EMPLOYMENT AND CAREER ADVANCEMENT. Youth must be provided education and training in the industry sectors and occupational categories that are expected to provide the greatest number and best job opportunities. For example, Medical Services is one of the largest employment sectors in San Diego and is projected to add the most jobs between 2000 and 2010. Health career programs, however, have among the lowest secondary vocational enrollments in the County. Not only are more education and training opportunities needed in such growth sectors as Medical Services, but also more outreach efforts to encourage youth to pursue careers in these sectors.

San Diego Salaries:
What Does it Cost to Live in San Diego?

A Path to Prosperity: Preparing Our Workforce calculated the cost of living in San Diego by adding together the costs of all items that would be part of any basic budget: rent and utilities, food, transportation, health care, clothing and personal items, and taxes. This calculation concluded that a single worker in the San Diego Region in 2001 would require $11.58 per hour (or $24,086 annually) to be economically self-sufficient if the job did not include health benefits, $9.99 if it did. About one-fourth of the jobs in the San Diego region pay less than this "living wage."[10]

There is a diversity of wage patterns across industry clusters, with 2000 average annual wages varying from $17,089 (Visitor Industry Services) to $116,301 (Communications). Only three of the 15 industry clusters, however, had average wages below the defined living wage (Figure 2). *A Path to Prosperity* projects that cluster job growth will be weighted towards jobs that pay more than the regional average ($32,922), and that this new cluster job growth will likely play a major role in providing jobs with high wages.[11]

Figure 2:

Average Wage in Traded Industry Clusters: San Diego Region, 2000 (N = 423,463)
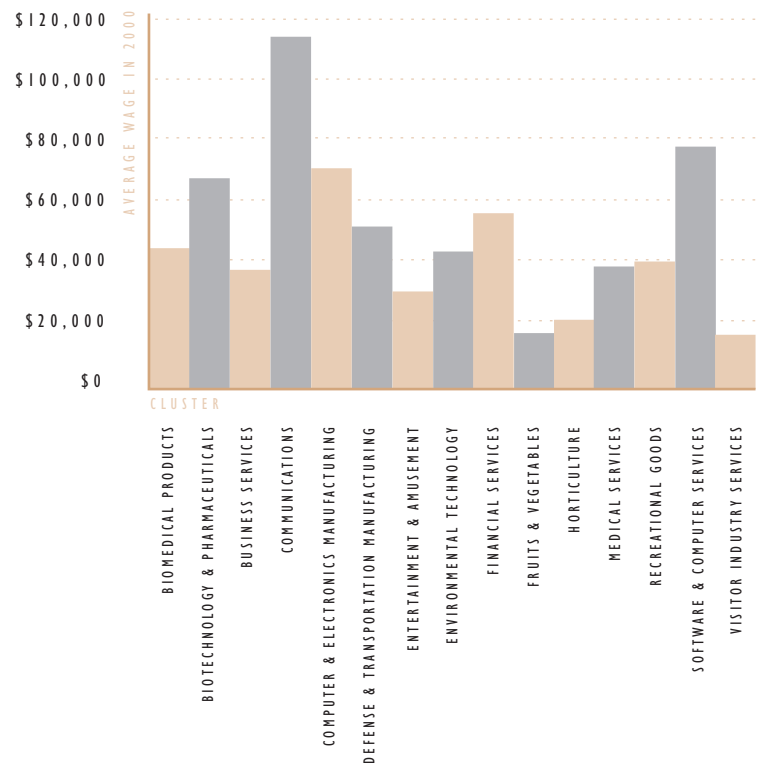
Source: *A Path to Prosperity: Preparing Our Workforce*. Created by Public *Works*, Inc. from Figure 1.10; California Employment Development Department, compiled by SANDAG.

EDUCATION HAS A SIGNIFICANT IMPACT ON EARNINGS. About 87 percent of jobs requiring only short-term training earn less than a living wage, compared with only 13 percent of jobs requiring vocational education or an associate's degree, and five percent of those requiring a Bachelor's degree. Health care, education, technology, and management occupations are among the highest paying of the high-demand occupations. Food and beverage services and miscellaneous sales are among the lowest paying of the high-demand occupations.

REGIONAL DIFFERENCES

PROPORTION OF JOBS WITH MEAN WAGE LESS THAN REGIONAL LIVING WAGE, 2000: Communities with the largest proportion of jobs that pay less than the living wage are key tourist areas that provide entertainment and visitor services, including Mission Beach (57% of jobs pay less than the living wage), Mission Bay (56%), Alpine (47%), Ocean Beach (47%), Pacific Beach (46%), and Del Mar (43%). [12]

WHAT DOES THIS MEAN FOR YOUTH?

WORK EXPERIENCE IN THE "RIGHT" SECTORS CAN BE BENEFICIAL. Providers of youth services need to target training to high wage occupations, or to industries with the potential for advancement to high wage jobs. Targeting specific occupations and industries early on provides an opportunity to implement the "first job, to better job, to best job" strategy for increasing youth's wage rate. Programs should use the living wage as a guide for selecting occupational training programs and work experience that will help youth move from low wage to higher wage jobs.

LABOR MARKET INFORMATION MUST BE USED TO HELP YOUTH MOVE FROM LOW-WAGE TO LIVING WAGE JOBS. Given the large number of low-wage jobs in San Diego, more information is needed to help youth climb career ladders from low-wage to better jobs. This is particularly important because the industries employing the greatest percentages of youth pay among the lowest wages: retail trades (employing 20% of youth) and accommodations and food services (employing 19%).

There is also evidence to suggest that youth who start in low-wage industries will need to gain education and experience, and then move to higher-wage industries in order to advance their salaries. Policy makers must use labor market information to target funding where it will do the most good. Educators must use the information to develop and deliver programs designed to help youth move up career ladders. Parents and youth must use the information to make informed career decisions. Youth will need both *access to* information and *assistance understanding* the information.

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The Workforce:
What Does the Population Look Like?

At the time of the 2000 Census, San Diego County had over 1.4 million workers. Almost 60 percent of the workforce was White, 24% Hispanic, 12% Asian, and five percent Black. The Hispanic and Asian shares of the workforce are expected to increase by 2010, while the White share will decrease and the Black share remain relatively unchanged (Figure 3).

Figure 3

Percent Share of Labor Force by Ethnicity and Gender: San Diego Region, 2000 (N=1,404,900) to 2010 (N=1,610,390)
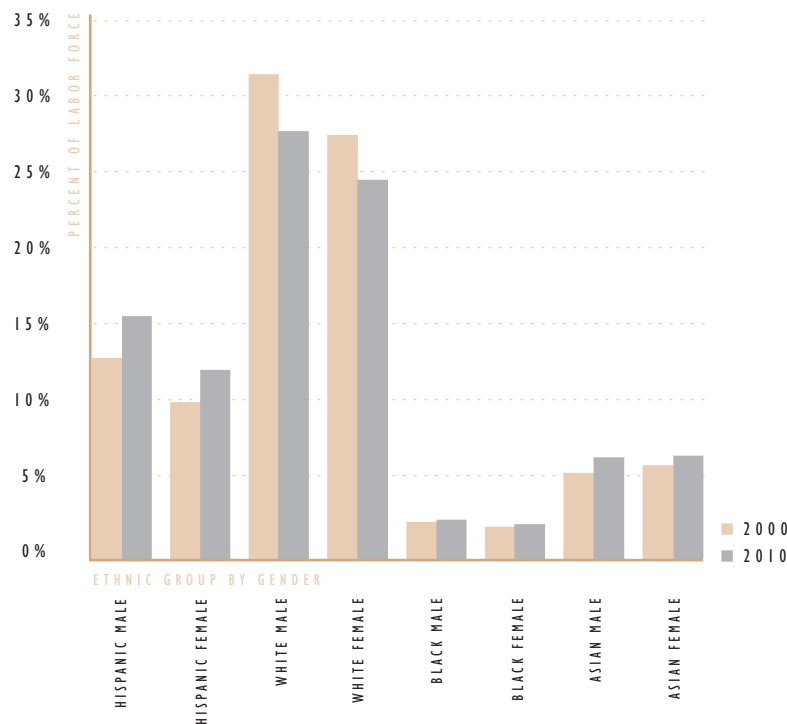
Source: *A Path to Prosperity: Preparing Our Workforce*, Figure 2.9.

San Diego County's workforce is expected to age between 2000 and 2010, as the baby-boom population grows older (Figure 4). In 2000, the largest age group in the workforce was 35- to 39-year-olds, while the largest in 2010 will be 45- to 49-year-olds. Many of the baby-boom generation will be close to retirement in 2010, and will likely leave the workforce soon after. At the same time, the "echo-boom" population, those aged 15 to 24, will just be entering the workforce.[13]

Figure 4

Labor Force by Age Groups: San Diego Region,

2000 (N = 1,404,900) to 2010 (N = 1,610,390)
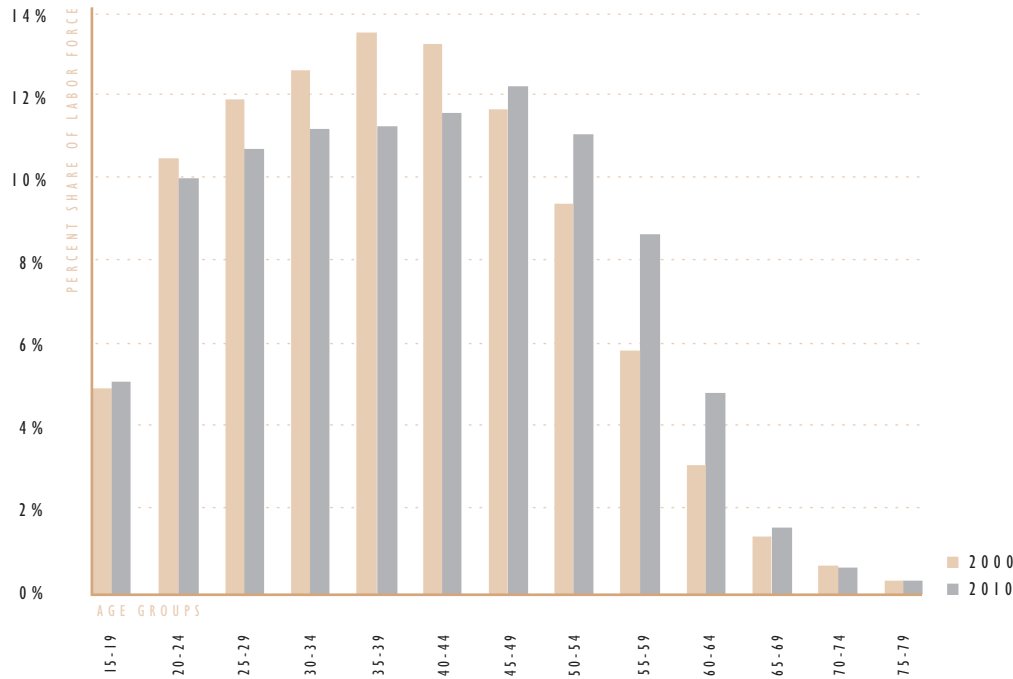
Source: *A Path to Prosperity: Preparing Our Workforce*, Figure 2.7.

The educational attainment of the San Diego workforce improved between 1990 and 2000. While 18 percent of the over-25 population had less than a high school education in 1990, only 17 percent did in 2000. Likewise, 25 percent of San Diegans over 25 had a bachelor's degree or higher in 1990, while 30 percent did in 2000. When comparing educational attainment in San Diego to the United States as a whole, however, there are relatively more San Diegans with a bachelor's degree or higher *and* relatively more San Diegans with less than a high school education. In other words, our region has disproportionately more well-educated *and* poorly educated residents (Figure 5).

By ethnicity, Whites and Asians tended to have the highest educational attainment levels, while Hispanics and Blacks tended to have the lowest in 1990. This suggests that it will become even more important for the region to find ways to successfully serve Hispanics, as they become a greater share of the population.

Figure 5

Educational Attainment Levels of the Over 25 Population:

San Diego Region, 1990 (N = 1,558,082) to 2000 (N = 1,773,327),

and the U.S., 1990 (N = 158,868,436) to 2000 (N = 182,211,639)

	RACE	Less than 9th Grade Education	9th to 12th Grade Education	High School Graduate, No College	Some College, No Degree	Associate's Degree	Bachelor's Degree	Graduate or Professional Degree
1990	San Diego	7.6%	10.5%	22.8%	25.6%	8.2%	16.5%	8.8%
	Hispanic	28.4%	19.1%	19.7%	17.3%	6.0%	6.0%	3.4%
	White	2.7%	8.5%	23.5%	27.5%	8.5%	18.8%	10.5%
	African-American	4.8%	13.3%	26.6%	32.0%	9.4%	9.4%	4.6%
	Asian	13.1%	9.7%	19.4%	20.6%	9.3%	20.7%	7.2%
	U.S.	10.6%	11.7%	30.9%	19.3%	6.4%	13.5%	7.4%
2000	San Diego	7.9%	9.5%	19.9%	25.6%	7.4%	18.7%	10.9%
	U.S.	6.9%	8.9%	33.1%	17.5%	7.8%	17.1%	8.6%

Source: *A Path to Prosperity: Preparing Our Workforce,* Figure 2.14.

Education matters!
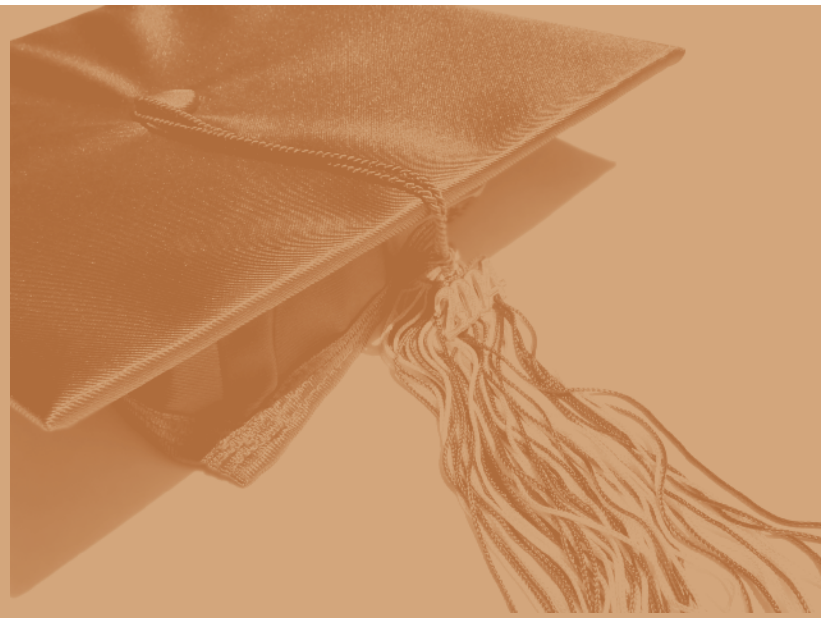
Annual wages generally increase with the level of education. The average annual wage for a job requiring a bachelor's degree is $49,007 compared to vocational education at $30,634 and short-term training at $20,364 (Figure 6).[14] Access to education and training facilities is important for labor force preparation and mobility.

By the year 2010, 67 percent of the jobs in San Diego will require work experience and on-the-job training, 9 percent will require some post high school training, 21 percent a bachelor's degree, and 4 percent a graduate degree. Because the current projected growth rate of college enrollments (11%) is slower than the projected growth of the labor force (15%) between 2000 and 2010, workers with a college education will account for a slightly smaller share of the labor force in 2010 unless San Diego increases capacity or attracts graduates from outside the region.[15] At the same time, the number of jobs *requiring* a bachelor's degree is expected to grow by approximately 21 percent between 2000 and 2010, faster than the growth rate for jobs requiring other levels of education.

Figure 6

Average Annual Wage by Education and Training: San Diego Region, 2000

TRAINING LEVEL	Average Annual Wage in 2000
PROFESSIONAL DEGREE	$76,108
DOCTORAL DEGREE	$57,545
MASTER'S DEGREE	$48,718
BACHELOR'S OR HIGHER + EXPERIENCE	$67,749
BACHELOR'S DEGREE	$49,007
ASSOCIATE'S DEGREE	$40,934
VOCATIONAL EDUCATION	$30,634
WORK EXPERIENCE	$36,561
LONG-TERM TRAINING	$34,734
MODERATE-TERM TRAINING	$30,828
SHORT-TERM TRAINING	$20,364
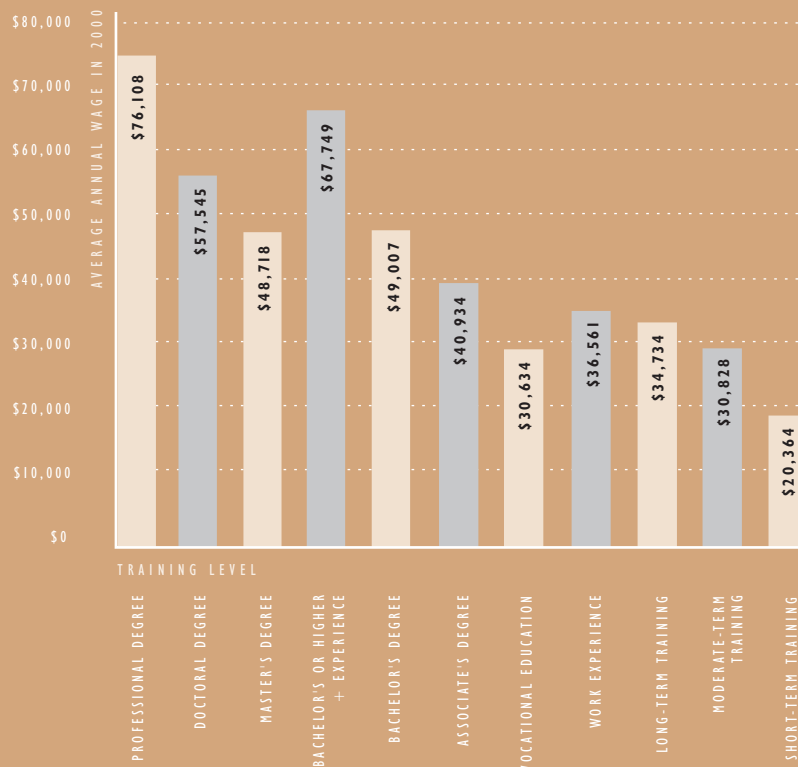
Source: *A Path to Prosperity: Preparing Our Workforce*, **Figure 4.1.**

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LARGEST AND FASTEST GROWING LABOR FORCE, 2000: The five areas with the largest labor forces in San Diego County contain approximately 21 percent of the County's total labor force. Chula Vista has the largest labor force, nearly 80,000 workers, followed by Carlsbad, El Cajon, Escondido, and Oceanside. In addition to having the largest overall labor force, Chula Vista is expected to have the largest labor force *growth* of any community in the region, adding over 26,000 new workers between 2000 and 2010. Many other cities are expected to experience large growth, including Mira Mesa, Carmel Valley, San Dieguito, San Marcos, Carlsbad, Vista, Oceanside, Santee, and Centre City (downtown San Diego). Labor force growth is a product of an increase in the size the working-age population or an increase in labor force participation rates, or both.[16]

EDUCATIONAL ATTAINMENT LEVELS, 1990: More than two-thirds of the residents over 25 in the communities of Otay Mesa, Barrio Logan, San Ysidro, Otay, Southeastern San Diego, and National City had attained only a high school degree or less. Communities with the largest proportion of highly educated residents included Carmel Valley and Del Mar, with more than 60 percent of those over 25 holding at least a bachelor's degree. The largest pocket of highly educated workers in the County ran from San Dieguito in the north to La Jolla in the south. [17]

WHAT DOES THIS MEAN FOR YOUTH?
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EDUCATION MATTERS! Attaining a high school diploma pays off in terms of employment stability and wages. There are a number of good jobs paying good wages that do not require a college education, but the long-term benefits of education are undeniable. The impact of a college or graduate degree varies by occupation, but it usually has a positive impact on earnings. Higher education might also help in *finding* a job, since the number of jobs requiring at least a bachelor's degree is expected to grow by approximately 21 percent between 2000 and 2010. Youth need to attain a high school diploma and some postsecondary education or training.

BASIC SKILLS TRAINING AND WORKFORCE READINESS TRAINING IS VERY IMPORTANT TO THE DEVELOPMENT OF YOUTH. Basic skills training is the foundation for educational achievement, while work readiness training provides the foundation for success in the workplace. Programs in both classrooms and hands-on settings, such as the workplace, should build stronger connections with employers and provide more opportunities for "real world" learning. Given the importance of basic skills attainment for future educational achievement, and the requirement to include basic skills training in Workforce Investment Act programs, basic skills training must be increased throughout the County.

Demographics:
What Do Youth Look Like?

Understanding the characteristics of today's youth helps policy makers and youth providers make projections about tomorrow's labor force. To meet the *future* labor force demands of employers and industry, workforce development professionals must consider the characteristics and the level of skills of the region's *current* youth population and prescribe the education and training needed to prepare them for adulthood.

According to the 2000 U.S. Census, there are approximately 429,262 youth ages 15 to 24 in San Diego County. These youth are predominantly White (58%) and Hispanic/Latino (33%), followed by Asian (10%) and African-American (7%) (Figure 7).

Figure 7

Race/Ethnicity for Youth Ages 15-24: San Diego County, 2000 (N=429,262)

RACE/ETHNICITY	Metro San Diego	North County	East County	South County	San Diego County
White	25.9%	16.6%	11.1%	4.9%	58.4%
Asian	7.0%	1.0%	0.5%	1.0%	9.5%
African-American	3.9%	1.2%	0.8%	0.6%	6.5%
Other	11.0%	7.5%	2.9%	4.3%	25.7%
Hispanic*	27.8%	38.4%	22.5%	59.5%	33.2%
TOTAL	47.7%	26.3%	15.2%	10.8%	100.0%

*Because "Hispanic" is an ethnicity, not a race on the Census survey, ethnic characteristics data is derived from two different variables. The percentage that reported they are Hispanic or Latino may be duplicated within the other race categories above. As a result, the percentages cannot all be directly compared, but rather reflect the general demographics in San Diego County.

Source: United States Census Bureau.

As discussed earlier, the biggest impediment to employment and earning a living wage is educational attainment. There are other barriers to employment, however, including poverty, teenage pregnancy, and foster care. In 1999, 20 percent of San Diego families had incomes below the poverty line. The rates by region were Metro San Diego, 25 percent of families below the poverty line, South County, 16 percent, North County, 16 percent, and East County, 14 percent.

Approximately a third of the County's entire K-12 student population receives free or reduced-price meals during the school day. About 5 percent of the K-12 enrollment is identified as CalWORKs-eligible students that reside in needy families receiving cash aid and services. Metro San Diego and South County have the greatest percentage of free/reduced meal recipients and CalWORKs-eligible students (Figure 8).

Figure 8

K-12 Demographic Data: San Diego County, 2002-2003 (N=157,272)

	Metro San Diego	North County	East County	South County	San Diego County
Free/ Reduced Meals	44.2%	20.3%	18.7%	42.1%	32.2%
CalWORKs	8.1%	1.9%	4.4%	5.2%	5.1%

Source: California Department of Education.

In 2001, the countywide teen birth rate for youth ages 15 to 17 was 22.1 per 1,000 individuals. For South County it was 31.8, North County, 23.0, Metro San Diego, 20.9, and East County, 16.1.

The rate of San Diego County youth entering the foster care system for the first time in 2001 was 3.3 per 1,000 children, which was lower than the State's 3.5 rate that year. Metro San Diego and East County contained the most cities with the highest foster care entry rates. The cities with the highest foster care entry rates included National City (91950) and most of the City of San Diego in Metro San Diego, and Julian (92036), Pine Valley (91962), Tecate (91980), La Mesa (91942), Lemon Grove (91945), Spring Valley (91977), and El Cajon (92020) in East County.

San Diego County serves 146,578 youth in 132 high schools and 43 school districts located throughout the County (Figure 9).

Figure 9

High School Demographic Data: San Diego County, 2002-2003 (N=146,578)

	Metro San Diego	North County	East County	South County	San Diego County
9-12 Enrollment	50,003	41,868	29,146	25,561	146,578
Special Education	9.9%	9.7%	10.4%	10.4%	10.0%

Source: California Department of Education.

Of the 15- to 19-year-old population in San Diego County, more than 80 percent are enrolled in school, compared to only 37 percent of 20- to 24-years-olds (Figure 10). North County has the smallest percentage of youth enrolled in school.

Figure 10

School Enrollment for Ages 15-19 and Ages 20-24: San Diego County, 2000 (N=429,262)

SCHOOL ENROLLMENT	Metro San Diego	North County	East County	South County	San Diego County
Enrolled in School (15-19)	82.6%	74.6%	83.6%	83.6%	80.8%
Enrolled in School (20-24)	44.4%	24.4%	35.7%	36.0%	37.1%

Source: United States Census Bureau.

Over half (56%) of youth in the post-high school age range (18 to 24) are enrolled in college or graduate school (Figure 11). The smallest percentages of youth enrolled in college or graduate school are found in North County.

Figure 11

Postsecondary Enrollment for Ages 15-17 and Ages 18-24: San Diego County, 2000 (N=429,262)

POSTSECONDARY ENROLLMENT	Metro San Diego	North County	East County	South County	San Diego County
Enrolled in College or Graduate School (15-17)	1.1%	0.8%	0.8%	1.0%	1.0%
Enrolled in College or Graduate School (18-24)	77.7%	29.4%	53.9%	47.6%	55.9%

Source: United States Census Bureau.

There is a strong relationship, as established earlier, between educational attainment and earning potential. Those with advanced degrees earn enough to afford the high cost of living in San Diego County, and those with a high school diploma or less do not. Given that correlation, the ability to attain higher levels of education must be a primary goal of any long-term economic plan. We have chosen four ways to examine the educational attainment of youth. Most are based on how well their high schools are performing, and therefore, how great the youth's chances are of success.

1. ACADEMIC PERFORMANCE INDEX: First posted in 1999, the Academic Performance Index (API) is a single composite score capturing a variety of different performance indicators. [18] Individual schools' API scores are used to rank them on a scale from 1 (lowest) to 10 (highest). API scores can be aggregated at a variety of levels. Although aggregate API scores usually include elementary schools, our study analyzed 2003 API data for secondary schools only, in order to focus on our target youth population. Schools scoring five or below are considered to be underperforming. Schools scoring three or below are subject to intervention from the state.

All San Diego County regions have some poor performing schools:

IN METRO SAN DIEGO, 47% of secondary schools were ranked 5 or below.

IN NORTH COUNTY, 28% of secondary schools were ranked 5 or below.

IN EAST COUNTY, 36% of secondary schools were ranked 5 or below.

**IN SOUTH COUNTY,** the majority **(70%)** of secondary schools were ranked 3 or below.

2. CALIFORNIA HIGH SCHOOL EXIT EXAM: The California High School Exit Exam (CAHSEE) was developed to set higher standards for high school graduation after determining that local proficiency standards were generally set below a high school level and were inconsistent with the State's content standards. The purpose of the CAHSEE is not only to improve pupil achievement by requiring high performance for graduation, but also to ensure that students who graduate from high school can demonstrate grade level competency in reading, writing, and mathmatics.

In 2003, students in San Diego County were more likely to pass the English Language Arts (ELA) portion (73%) of the CAHSEE than the math (50%). Less than two-thirds (64%) of the students in South County pass the ELA portion of the exam (Figure 12).

Figure 12
Percent Passing the CAHSEE
Math (N=56,270) and English Language Arts (N=45,801): San Diego County, 2003

Source: California Department of Education.

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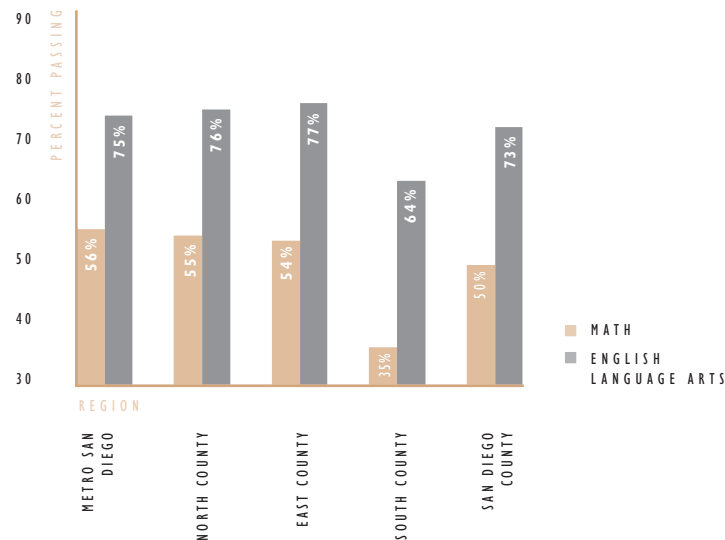
3. GRADUATION RATE: The average annual graduation rate for the entire county was 91 percent in 2001-2002 (Figure 13). Metro San Diego, East County, and South County all had higher graduation rates than the County average; North County had the lowest graduation rate (84%).

Figure 13

Graduation Rates: San Diego County, 2001-2002 (N=30,412)

	Enrolled 12th Grade	Graduated 12th Grade	Graduation Rate	Completed UC/CSU Required Courses
Metro San Diego	9,974	9,195	92.2%	43.1%
North County	9,778	8,163	83.5%	36.6%
East County	5,627	5,171	91.9%	32.2%
South County	5,033	4,768	94.7%	33.0%
San Diego County	30,412	27,297	90.6%	36.2%

Source: California Department of Education.

We have chosen not to provide school dropout rates, as these are inaccurate and misleading. There is no consistent reporting process in place for schools to track students who leave one school and start attending another school. Moreover, there are several loopholes for schools to avoid counting students as dropouts.[19]

4. UNIVERSITY OF CALIFORNIA (UC) AND CALIFORNIA STATE UNIVERSITY (CSU) COMPLETION RATES: The number of students who successfully complete the coursework required to attend a UC or CSU demonstrates whether students have met the high academic standards required by our public universities. Even if a student does not transition to a UC or CSU, all students should be expected to complete, at minimum, a CSU-track course of study.

Overall, 36 percent of graduates in San Diego County completed UC and CSU required courses, but regionally, only Metro San Diego outperformed the County average (43%). East County and South County exhibited the lowest UC/CSU completion rates, with 32 percent and 33 percent, respectively (Figure 13).

"It's easier to believe in yourself when someone else believes in you."

- Youth Focus Group Participant

A larger percentage of males ages 16 to 24 (70%) are in the labor force, than females (61%). South County has the smallest percentage of youth ages 16 to 24 – both male and female – in the labor force, as well as the greatest percentage of unemployed youth (Figure 14).

Figure 14

Employment Status by Gender for Ages 16-24: San Diego County, 2000 (N=391,707)

	EMPLOYMENT STATUS	Metro San Diego	North County	East County	South County	San Diego County
MALE	In Labor Force:	68.9%	77.1%	67.9%	58.1%	70.0%
	In Armed Forces	29.1%	38.7%	6.9%	11.4%	27.6%
	Civilian; Employed	61.3%	54.8%	82.3%	73.2%	63.1%
	Civilian; Unemployed	9.6%	6.6%	10.8%	15.5%	9.3%
	Not in Labor Force	31.1%	22.9%	32.1%	41.9%	30.0%
FEMALE	In Labor Force:	60.7%	60.1%	64.7%	54.6%	60.5%
	In Armed Forces	4.9%	4.6%	1.9%	3.8%	4.2%
	Civilian; Employed	82.4%	85.3%	87.0%	81.9%	83.8%
	Civilian; Unemployed	12.7%	10.1%	11.1%	14.3%	12.0%
	Not in Labor Force	39.3%	39.9%	35.3%	45.4%	39.5%

Source: United States Census Bureau.

When examining both enrollment in education and employment status, about 21 percent of youth ages 16 to 24 are employed *and* enrolled in school. White youth are more likely than any other ethnicity to be employed and enrolled in school, while African-American youth are the least likely. About a quarter of 16- to 24-year-olds who are employed and enrolled in school are Hispanic.[20]

San Diego youth are typically employed in the Retail Trade (20%) and Accommodations/ Food Services (19%) industries. This holds true regardless of school enrollment and age range. Youth ages 16 to 24 are also likely to be employed in the Educational Services (8%), Health Care & Social Assistance (7%), and Manufacturing (7%) industries (Figure 15).

Figure 15

Percent of Youth 16-24 Employed by Industry: San Diego County, 2000 (N=1,707)

INDUSTRY	Percent
Retail Trade	19.5%
Accommodations & Food Services	18.5%
Educational Services	8.3%
Health Care & Social Assistance	7.0%
Manufacturing	6.7%
Construction	5.6%
Professional, Scientific, & Technical Services	5.4%
Management, Administrative & Support, & Waste Management	4.7%
Other Services (Except Public Administration)	4.7%
Finance & Insurance	3.9%
Information	3.7%
Arts, Entertainment, & Recreation	3.7%
Real Estate & Rental & Leasing	2.0%
Public Administration & Active Duty Military	2.0%
Wholesale Trade	1.6%
Transportation & Warehousing	1.3%
Agriculture, Forestry, Fishing & Hunting	1.2%
Utilities	0.2%

Source: United States Census Bureau, PUMS.

WHAT DOES THIS MEAN FOR YOUTH?

ALL YOUTH MUST RECEIVE A QUALITY EDUCATION. Many high school students are graduating without the necessary academic skills to compete in the workforce. Communities with low performing schools put students within those schools at a severe disadvantage. Targeted intervention is needed to help students attending low performing schools. Data suggest that the greatest pockets of very low performing schools and youth are in Metro San Diego and South County.

WORK EXPERIENCE PAYS OFF IN THE LABOR MARKET. Work experience helps students acquire work readiness skills. It also helps them see the relevance of education, and can lead to improved schoolwork. More youth in San Diego need work experience. The percentage of youth ages 16 to 19 either employed or in the armed forces is 39 percent, and ages 20 to 24 is 73 percent. The percentage of youth ages 16 to 19 working full-time is 29 percent, and part-time is 71 percent. For youth ages 20 to 24, the full-time rate is 61 percent, and the part-time rate 39 percent. Labor force participation is lowest in South County.

SAN DIEGO NEEDS TO TARGET SPECIFIC YOUTH POPULATIONS. Data show that there are youth populations requiring targeted intervention strategies to overcome their disadvantages and achieve labor market success. Target populations of high priority include those with low educational attainment, particularly Hispanic youth; pregnant or parenting teenagers; foster care youth (pre- and post-emancipation); youth abusing or at risk of abusing alcohol or drugs; and youth in communities with a high proportion of poverty and CalWORKs families.

Programs and Services:
What Do We Have to Offer?

Educational institutions and training providers need to bridge the gap between the region's employment opportunities and youths' capacity to take advantage of these opportunities. There are youth education and employment programs operating throughout the County, but do they reach all youth, or target those youth most in need?

Part of the Youth Mapping Project involved surveying youth education and employment providers about the services they provide. Although the number of respondents was low (170), the information provides a general picture of what services are being provided to youth ages 14 to 21 throughout the County.

Respondents reported serving youth in all communities throughout San Diego County, with the fewest providing services to youth in Tecate (13%), and the most providing services to youth in Chula Vista (38%) and National City (38%). Most respondents serve youth in multiple locations.

Most respondents acquire their youth clients through multiple avenues. Eighty percent of respondents accept walk-ins or drop-ins. Seventy-eight percent allow youth to make appointments over the telephone. Sixty percent of providers accept clients referred from another agency. Eighty-two accept referrals from school staff, 79% from teachers, 75% from social workers or case managers, 74% from friends or word of mouth, 64% from mental health counselors, and 61% from potential employers.

Youths' means of transportation to the providers is varied. Most clients use public transportation, such as the bus (77%), trolley (49%), or coaster (18%), with very few programs providing their own transportation (19%). Very few programs open at or before 3:30 PM (14%), with most programs opening at 4:00 PM (41%). Most programs are closed by 5:00 pm (63%), with only 15% of programs open after 7:00 PM. A full 90% of programs are not open on Saturdays, and 95% are not open on Sundays. Clearly, youth's access to service providers is extremely limited.

Figure 16

Youth Populations Served (N=170)

YOUTH POPULATIONS	Yes	No	Don't Know
Homeless/ Runaway Youth	41%	49%	10%
Youth Involved with Juvenile Court	42%	49%	9%
Youth with Physical Disabilities	42%	48%	10%
Youth with Developmental Disabilities	39%	48%	14%
Youth with Learning Disabilities	47%	42%	11%
Non-Native or Limited English Speakers	50%	39%	11%
Foster Youth in Private Homes	44%	46%	11%
Youth in Group Homes	41%	45%	14%
Parenting/ Pregnant Youth	43%	45%	12%
Youth Who are Refugees	33%	50%	17%
Gay, Lesbian, Bisexual, Transgender	36%	46%	18%
Other	49%	34%	17%

Source: Youth Mapping Project, youth education and employment provider survey, 2003.

Respondents serve a variety of youth populations, with the largest percentage serving non-native or limited English speakers (50%), and the smallest percentage serving refugee youth (33%) (Figure 16). All providers have some eligibility criteria. The most common is age (79% of providers) and the least common gender (7%) and ethnicity (8%). Forty-one percent reported criteria based on geographic location (Figure 17).

Figure 17
Eligibility Criteria for Service (N = 170)

ELIGIBILITY CRITERIA	Yes	No	Don't Know
Age	79%	19%	2%
Income	22%	74%	4%
Geographic Location	41%	56%	4%
Citizenship Status	24%	71%	5%
Gender	7%	89%	4%
Ethnicity	8%	88%	4%
School Status	27%	69%	5%
Other	18%	67%	15%

Source: Youth Mapping Project, youth education and employment provider survey, 2003.

When asked what services they either offer on site or provide referrals for, respondents most frequently indicated alcohol and substance abuse treatment/counseling (21%), alternative secondary school services (18%), summer jobs (17%), and supportive services (15%). The services respondents are most likely *not* to provide include workforce readiness training (54%), leadership development (52%), computer literacy (51%), comprehensive guidance and counseling (46%), occupational skills (42%), and tutoring/study skills (41%). These percentages may not be representative of all County youth services, given the low response rate to the survey. However, the survey results provide an indication of some unmet service needs and potential areas for program linkages and system improvement.

In community dialogues conducted as part of the Mapping Project, six defined stakeholder groups – younger youth ages 14 to 17, older youth ages 18 to 21, parents, employers, educators, and community organizations – provided their unique perspectives on San Diego's workforce preparation system.[21] Out of these dialogues came six overarching recommendations for improving the youth workforce preparation system:

1. SUPPORT THE TYPES OF PROGRAMS THAT ARE CRITICAL FOR YOUTH'S SUCCESS:
Provide basic skills training and real life skills training, along with career awareness and work readiness training.

2. PAY ATTENTION TO PROGRAM QUALITY AND DESIGN:
Make sure that programs encompass the quality elements needed for program success.

3. ENGAGE YOUTH IN ALL ASPECTS OF PROGRAMS AND ACTIVITIES:
Involve youth in the design and delivery of education and employment services.

4. CREATE A COORDINATED AND NETWORKED STRUCTURE OF SERVICES:
Provide structures and supports that allow youth service providers to work together, coordinate activities, and network in more effective ways, as well as share thoughts and ideas with others, particularly those "doing the same work."

5. IMPROVE INFORMATION SYSTEMS, COMMUNICATION, AWARENESS, AND ACCESS:
Make information about the services and programs available in the region readily accessible, and provide that information in a variety of formats and languages.

6. ENGAGE PEOPLE AS INFORMATION BROKERS:
Get information and resources to those who advise youth on education and careers, not just to those formally connected to the youth workforce system through programs and schools.

A funding inventory conducted as part of the Youth Mapping Project found that there are millions of dollars from the federal, state, and local level for both in-school and out-of-school youth programs in San Diego County. Youth program funding coming into the County may be distributed by formula to local education agencies (LEAs), or by competitive grant to LEAs, community-based organizations (CBOs), and institutions of higher education (IHE).

The funds support a variety of programs and services for the general youth population, including mentoring, drug prevention, teen pregnancy, homeless education, gang prevention, and dropout prevention. They also support programs serving a wide range of special populations, such as foster youth, low-income and disadvantaged youth, and teen parents.

There is great variety in the type of funding, programs and services, and target populations encompassed by San Diego County's youth education and employment services. This variety leads to a patchwork of separate programs with overlapping services and information. Increased coordination and collaboration among these separate programs is needed to create a seamless system and network for improved youth service delivery.

WHAT DOES THIS MEAN FOR YOUTH?

YOUTH NEED TO BECOME ACTIVE CONSUMERS. Youth need to acquire the skills to attain information, access resources, and advocate for themselves amidst the web of services. Services and support are available, but they are not necessarily comprehensive, coordinated, or easily accessible. The more youth are prepared to be researchers of information and consumers of services, the more able they will be to obtain the services they need.
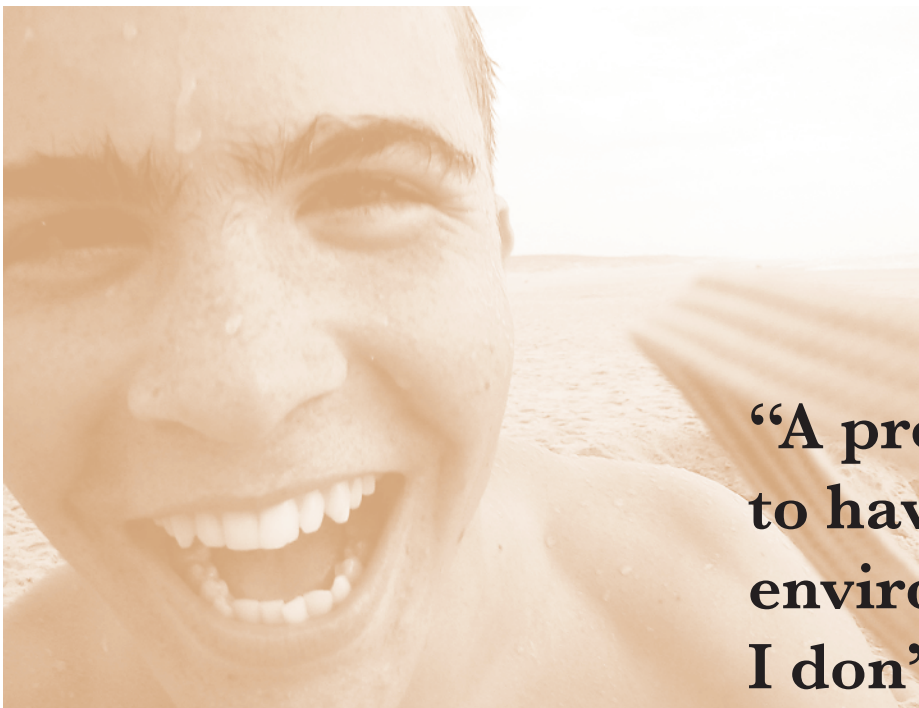
"A program has to have a good environment. If I don't like it, I won't stay."

- Youth Focus Group Participant

Solutions:
How Do We Respond?

We now know where the jobs are and the wages necessary to live in San Diego, what the County and youth populations look like, and what programs we have to offer in San Diego County. It is time for ***policy makers, funding agencies,*** and ***local service providers; customers,*** including ***youth, youth advocates,*** and ***parents*** or ***guardians***; and the ***Workforce Partnership*** to contribute to the improvement of San Diego County's youth workforce preparation programs. As a community, let us look at what we can do to improve coordination and collaboration, targeted services and outcomes, educational attainment, and career exposure.

AIM: COORDINATION

TARGET: PROVIDERS, FUNDERS, EDUCATIONAL INSTITUTIONS, AND PUBLIC AGENCIES

Local public agencies and policy makers must come together to develop common strategies and outcomes for our youth. San Diego County and the cities and schools that design, fund, or oversee youth programs, as well as the programs that serve youth, must coordinate their services with the goal of helping youth to achieve labor market success. Resources must be coordinated to create opportunities and have the greatest impact.

Sub-regionally, schools and public and private social service agencies need to be encouraged, or perhaps even required, to form coordinating bodies that bring together a variety of agencies targeting different populations and providing an array of different services. This is critical if program providers are to share information and address the needs of youth more effectively.

AIM: TARGETING POPULATIONS AND SERVICES

TARGET: WORKFORCE SYSTEM, EDUCATIONAL INSTITUTIONS, AND FUNDERS

The employment and training system needs to invest in targeted and intensive youth programs. With today's tight budgets, it is no longer practical "to be everything to everyone." Instead, providers must serve some people well, in order to avoid serving everyone poorly. This is a very difficult decision to make politically.

The workforce system needs to target services to the geographic areas with the greatest need. It must also target services to the most disadvantaged populations. In serving these youth, providers have to deliver comprehensive services meeting all of youth's workforce development and support-related needs, including basic skills, work readiness, and work experience. Specific communities show alarmingly low youth labor participation rates. Targeted outreach and education efforts are needed to offer youth employment experiences at early ages.

Because there are different needs in San Diego's different regions, the regions require *targeted resources and tactics*. South County, with its low educational attainment rate and high rates of teenage pregnancy, as well Metro San Diego and pockets of East County (in that order) present the most challenges.

AIM: EDUCATIONAL ATTAINMENT

TARGET: WORKFORCE SYSTEM, EDUCATIONAL INSTITUTIONS, AND FUNDERS

The workforce system is facing a serious challenge in providing youth with the basic skills and work readiness training necessary for the world of work and higher education. There are clear and alarming gaps between educational attainment in specific communities, and labor market needs. Therefore, youth populations in San Diego County with low educational attainment, *particularly Hispanic/Latino youth*, require immediate *targeted intervention*. Resources and programs must focus on building basic skills.

In addition, the education community must provide career-specific, work-based learning programs for our region's youth. Work-based learning programs are an effective way to help youth discover a career interest, build their career-related skills, and increase their interest in education. Linking academics to a career helps youth see the value of education, and increases their determination to succeed. There must be a clear message to youth that what they learn in school – education, work readiness, and work experience – will be used in their future . . . no matter what they do. Education should be designed to give this message.

The employer community must provide meaningful work-experience internships for our region's youth. Providing work-experience internships as supplements to work-based learning programs increases the programs' value. Internships not only help youth learn about careers, they help youth understand both the skills *and behaviors* that are required for success in the workplace. Youth who have held meaningful internships return to school with more determination to persevere and succeed.

Youth labor market participation and work experience are critical factors for long-term employment success. Employers and workplace partners must be actively engaged in creating opportunities to prepare youth for the world of work. Social service programs, especially those with public funds, must be required to include career exploration and exposure to the world of work.

More information is needed to help youth move from low-wage to living wage jobs. Providers, parents, and youth all want more accessible information that can be used and understood – providers to better target their programs, and parents and youth to make more informed choices.

Strategic information in key areas is important. Information can help providers develop the programs, and help youth access the programs, needed to climb career ladders from low-wage to better jobs. Information also is needed to help youth find support and services to increase their skills and knowledge and become employed. Providing information and helping youth learn how to access and use information is important for youth's eventual success.

"Youth need to be able to see a connection between the classroom and their long-range goals for life – it must be relevant."

- Employer Focus Group Participant
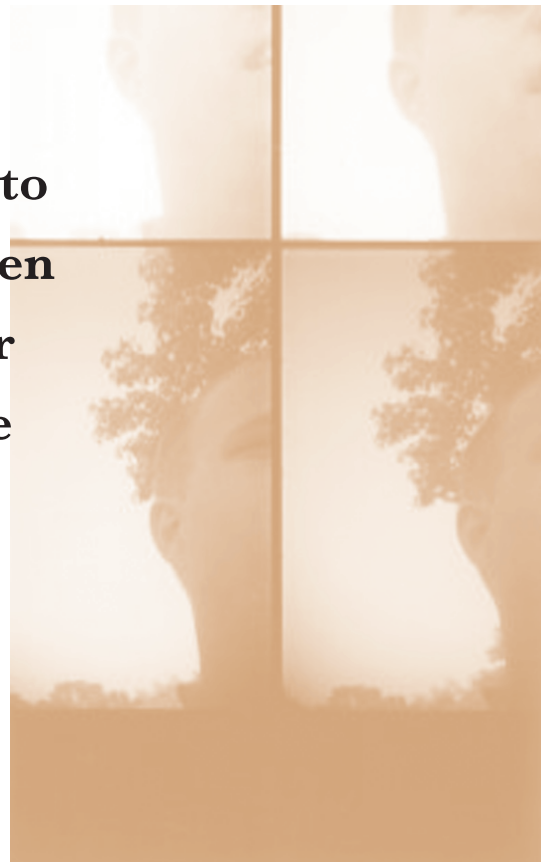
ENDNOTES

[1] Fikes, Bradley J., "San Diego Economy is Healthy, and Chances are it Will Get Healthier," *North County Times*, 11/29/03.

[2] Moss, Gary, "San Diego Economy – 2004," *San Diego Barometer*, Special Edition Issue 4, Feb. 2, 2004.

[3] *A Path to Prosperity: Preparing Our Workforce*, Chapter 1. San Diego Workforce Partnership, December 2002.

[4] Moss, Gary, "San Diego Economy – 2004," *San Diego Barometer*, Issue 4, Feb. 2, 2004.

[5] SANDAG actually identified 16 clusters. The 16th, uniformed military, is not included in our analysis throughout this report.

[6] Includes sales representatives, sales engineers, rental and counter clerks, stock clerks, cashiers, telemarketers, and models.

[7] Includes writers, artists, entertainers, athletes, radio operators, and air traffic controllers.

[8] *A Path to Prosperity: Preparing Our Workforce*, Chapter 1. San Diego Workforce Partnership, December 2002.

[9] *A Path to Prosperity: Preparing Our Workforce*, Chapter 6. San Diego Workforce Partnership, December 2002.

[10] *A Path to Prosperity: Preparing Our Workforce*, Chapter 5. San Diego Workforce Partnership, December 2002.

[11] *A Path to Prosperity: Preparing Our Workforce*, Chapter 1. San Diego Workforce Partnership, December 2002.

[12] *A Path to Prosperity: Preparing Our Workforce*, Chapter 6. San Diego Workforce Partnership, December 2002.

[13] *A Path to Prosperity: Preparing Our Workforce*, Chapter 2. San Diego Workforce Partnership, December 2002.

[14] *A Path to Prosperity: Preparing Our Workforce*, Chapter 4. San Diego Workforce Partnership, December 2002.

[15] Lerman, Robert I. And Stefanie R. Schmidt. "An Overview of Economic, Social and Demographic Trends Affecting the U.S. Labor Market." The Urban Institute, 1999.

[16] *A Path to Prosperity: Preparing Our Workforce*, Chapter 6. San Diego Workforce Partnership, December 2002.

[17] *A Path to Prosperity: Preparing Our Workforce*, Chapter 6. San Diego Workforce Partnership, December 2002.

[18] The indicators used to calculate schools' API scores have been adjusted since the API was developed. Other required indicators will also be added in the future. For more information on what indicator weights are used to calculate a school's API go to http://api/cde.ca.gov/.

[19] "Numbers Game." *Los Angeles Times*, June 30, 2003. Howard Blume.

[20] Source: United States Census Bureau, PUMS, 2000.

[21] More detailed information on the findings from the community dialogues is available in *Voices from the Field: Education and Employment Services for San Diego Youth*, a separate publication produced as part of the Youth Mapping Project.

San Diego Workforce Partnership

The San Diego Workforce Partnership, Inc. (Workforce Partnership) has been in operation since 1974, when a joint powers agreement between the City and the County of San Diego created what is now a California nonprofit public benefit corporation. The Workforce Partnership's mission is:

To coordinate a comprehensive workforce development system that ensures a skilled, productive workforce and supports a healthy economy throughout the San Diego region.

The Workforce Partnership has long created workforce solutions[SM] for the region's employers and individuals through public and private partnerships. We oversee a comprehensive, countywide system of education, training, placement, and career planning operated by a network of One-Stop Career Centers and youth and adult program providers. The Workforce Partnership's youth services are delivered through the Youth Connect Network, composed of three primary programs:

WORKFORCE INVESTMENT ACT YEAR-LONG YOUTH PROGRAMS funded by Title I Workforce Investment Act formula funds. These programs help youth, ages 14 to 21, achieve their education and employment goals via a network of community-based youth service providers.

SAN DIEGO YOUTH AT WORK funded by the Department of Labor's Youth Opportunity Grant. This program for youth in southeastern San Diego, ages 14 to 21, creates opportunities for personal development, education, job training, and placement into stable employment, by strengthening youth's economic position.

SCHOOL-TO-CAREER INTERMEDIARY which links youth, ages 16 to 21, with local businesses to create workplace learning experiences. The School-to-Career Intermediary System is a partnership between local schools and the Workforce Partnership to bring youth and businesses together to create pathways to college and careers.

Additional copies of this document as well as other products from the Youth Resource Mapping Project are available on line at www.SanDiegoAtWork.com/youthmapping. Additional printed copies of this document are available for $15. To order, please contact the San Diego Workforce Partnership Youth Team. Contact information for the San Diego Workforce Partnership can be found on the back cover of this report.