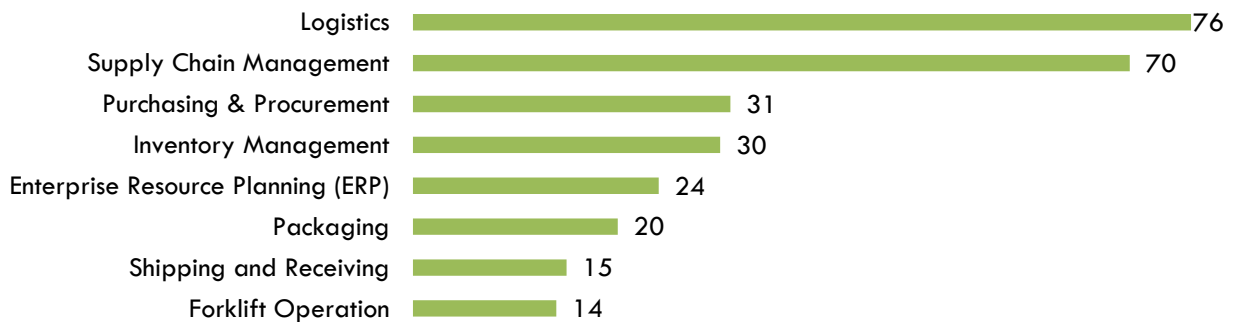


**International Trade Gap Analysis
San Diego and Imperial Counties Region
Summary of Preliminary Results**

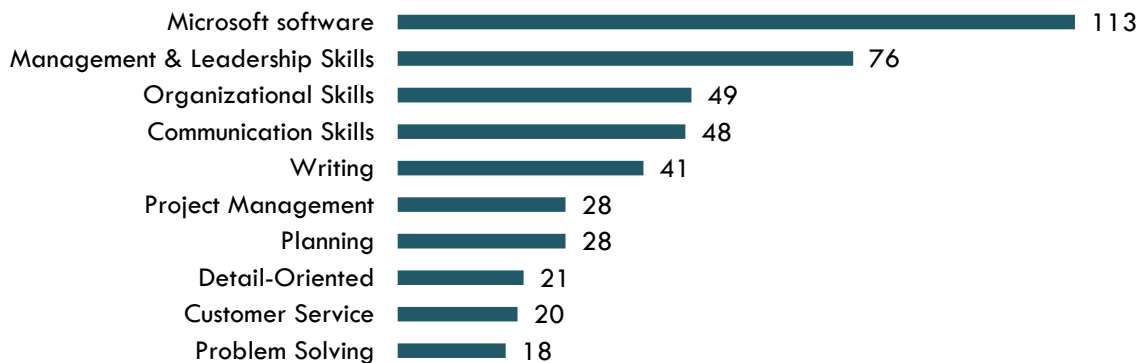
Demand Side

Job Title	No. of Job Postings	Skills in Demand	Educational Requirements
Shipping, Receiving, and Traffic Clerks	27	Scheduling, Cycle Counting, Inspection	High School Diploma or Associate Degree
Logistics Analysts	24	Supply Chain Management, Material Control, Supply Chain Knowledge	Bachelor's Degree
Logisticians	19	Logistics Management, Logistics, Logistics Strategies	Bachelor's Degree
Market Research Analysts And Marketing Specialists	16	Market conditions, Marketing campaigns	Bachelor's Degree
Supply Chain Managers	12	Production and Processing, Transportation, Inventory Management	Bachelor's or Graduate Degree
Customs Brokers	9	Imports, Exports, Government Regulations	Bachelor's Degree
Cargo and Freight Agents	6	Shipping, Transportation, Cargo Routes, Billing and Tariffs	High School Diploma
Logistics Managers	5	Purchasing, Warehousing, Distribution, Forecasting, Logistics Systems	Bachelor's Degree

Technical Skills in Highest Demand – Job postings (Jan-Dec, 2013)



Soft Skills in Highest Demand – Job postings (Jan-Dec, 2013)



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Supply Side

Colleges and Universities with International Business Programs (2012)

Institution	Certificates	Associate Degrees	Bachelor's Degrees	Total Completions
Grossmont College	4	3	-	7
Palomar College	2	1	-	3
Southwestern College	1	4	-	5
San Diego State University		-	146	146
San Diego State University Imperial Valley Campus		-	5	5
University of San Diego		-	31	31
Alliant International University		-	13	13
Total	7	8	195	210

Community College Program Capacity & Success

Institution	Fall 2011 Enrollment	Fall 2011 Success	Spring 2012 Enrollment	Spring 2012 Success
Grossmont	121	78 (64%)	66	50 (75%)
Palomar*	55	35(63%)	21	16 (76%)
Southwestern	51	29 (56%)	56	37 (66%)
TOTAL	227	142	143	103

Gap Analysis

DEMAND

Job Ads for AS/AA Level or below	45
<u>Unknown Ed Requirements</u>	<u>26</u>
Annual job openings	113

SUPPLY

Students Completing Certificates or AS/AA	15
<u>Bachelor's Degrees</u>	<u>195</u>
Annual student completers	210

Overall Observations

- The analysis of employer hiring preferences and job postings reveals that international trade is a niche market in San Diego. Meanwhile, ***the analysis of student enrollment, persistence, and college completion in the region indicates that the programs offered by universities and community colleges appear to be just the right size to meet employer needs.*** The comparison of job openings with higher education programs indicates that the region is likely on the right track and is supplying enough skilled workers to meet employer demand.
- The analysis of job postings indicates that community college training is needed to prepare students to enter a number of occupations that could be classified as entry-level jobs, such as clerks, logistics analysts, and logisticians.
- Among the technical skills analyzed, the highest demand was for skills associated with logistics, followed by supply chain management, purchasing and procurement, and inventory management. Soft skills are considered highly important by employers and make the difference as to whether someone is hired and retained. The most prevalent soft skills were proficiency with Microsoft software, management and leadership skills, and organizational skills. Other skills cited by employers are communication, project management, and planning skills. ***Colleges should make sure they have those components covered so that students are gaining an understanding of international business as well effective communication and work ethics.***
- More research is needed on small and medium-sized businesses. One area that needs to be addressed is what job openings small businesses have and how they are being filled. A small business survey in the region could help answer these questions.