
VII. GROWTH, POPULATION, AND LABOR MARKET TRENDS

ECONOMIC DEVELOPMENT:

Monterey County's economy is resilient. Although the county was hard hit by the September 11th tragedy and the slowing economy, the county's economy has not been as hard hit as other areas. This is due to strong government employment and a shift toward education from military. Tourism, after a 13% drop in the first quarter of 2002, was only down 2.5% in the county for the entire year. This indicates a recovery taking place in tourism. However, there was a significant decline in lettuce and other vegetable sales from 2000 to 2001. The effect has been a \$58 billion decline in agriculture sales from \$3.03 billion to \$2.85 billion. (Nukes 2003).

In 2002, the increase in wage and salary employment was insignificant, most of the net increase coming from the farm sector. Farm jobs are not forecast to raise much over the next several years, as more service and government jobs dominate future employment growth. Services are the largest sector with 24 percent of all wage and salary jobs. The sector is expected to remain the dominant engine of job growth for the next 5 to 10 years in the county, adding education, personal services, and healthcare jobs especially.

Job growth is forecast to average 0.9 percent per year over the next 5 years. This is a significant deceleration from the 2.1 percent rate of growth between 1997 and 2002. Slower job creation is forecast for the farm, service, and government sectors. However, the construction industry will continue to produce jobs at a faster pace than other sectors.

The unemployment rate was expected to rise to 10.8 percent in 2003, and remain in the 10 to 11 percent range for the next 5 years.

Population growth averaged 1.3 percent per year between 1997 and 2002. No change in the growth rate is forecast for the next 5 years: 2003-2008. Population growth is influenced more by natural increase than by in-migration, which falls off to immaterial levels over the next 5 years due to lack of housing. However, the number of births increases significantly in the county as the 20 to 29 age population increases more than 30 percent over the next 15 years.

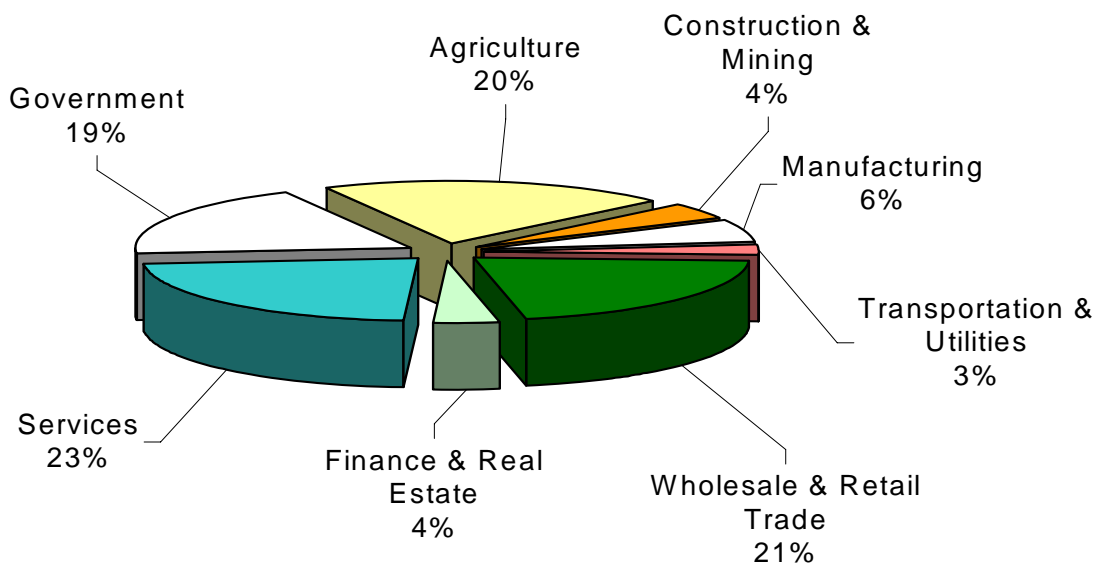
Real per capita income increased slightly in 2002. Forecast growth will continue to rise at an annual compound rate of growth of 0.6 percent between 2003 and 2008. Between 1997 and 2002, real per capita personal averaged the same 0.6 percent per year.

The median home price in the county was \$439,021 in 2002. Adjusted for inflation, home prices are forecast to rise at an annual compound rate of 4.1 percent per year between 2003 and 2008. (CalTrans 2004)

EMPLOYMENT:

In 2003, the majority of jobs in Monterey County were found in services (23%), retail trade (21%), agriculture (20%), and government (19%) (See Graph 7-1 and Table 7-1). Between 2002 and 2003, the largest percentage increases in jobs were in construction and mining (4%) and government (2%). Agriculture experienced a decline in employment (-3%). Total employment in 2003 rose to 168,300, an increase of 1% compared to 2002. Conversely, unemployment in Monterey County rose to 6.9% in August 2003 from 6.7% in August 2002. Hartnell is developing curriculum and programs to facilitate training opportunities in all these areas.

**Graph 7-1
Projected 2003 Monterey County Employment Distribution**



**Table 7-1
Monterey County Employment Distribution**

| Industry | Actual | | | | | | | | | | Projected | | 2002-2003 | |
|----------------------------|---------|------|---------|------|---------|------|---------|------|---------|------|-----------|------|-----------|-----|
| | 1998 | | 1999 | | 2000 | | 2001 | | 2002 | | 2003 | | Change | |
| | N | % | N | % | N | % | N | % | N | % | N | % | N | % |
| Agriculture | 33,500 | 22% | 35,600 | 22% | 36,900 | 22% | 34,600 | 21% | 35,400 | 21% | 34,500 | 20% | -900 | -3% |
| Construction & Mining | 5,600 | 4% | 6,200 | 4% | 6,500 | 4% | 6,900 | 4% | 6,800 | 4% | 7,100 | 4% | 300 | 4% |
| Manufacturing | 9,400 | 6% | 9,600 | 6% | 10,100 | 6% | 10,500 | 6% | 9,600 | 6% | 9,600 | 6% | 0 | 0% |
| Transportation & Utilities | 5,400 | 3% | 5,200 | 3% | 5,100 | 3% | 5,100 | 3% | 5,100 | 3% | 5,100 | 3% | 0 | 0% |
| Wholesale & Retail Trade | 31,800 | 21% | 33,100 | 21% | 33,600 | 20% | 34,400 | 21% | 34,600 | 21% | 35,100 | 21% | 500 | 1% |
| Finance & Real Estate | 6,100 | 4% | 6,200 | 4% | 6,600 | 4% | 6,700 | 4% | 6,700 | 4% | 6,800 | 4% | 100 | 1% |
| Services | 33,700 | 22% | 35,500 | 22% | 37,300 | 22% | 38,300 | 23% | 37,800 | 23% | 38,200 | 23% | 400 | 1% |
| Government | 29,200 | 19% | 29,800 | 18% | 30,400 | 18% | 30,400 | 18% | 31,300 | 19% | 31,900 | 19% | 600 | 2% |
| Total | 154,700 | 100% | 161,200 | 100% | 166,500 | 100% | 166,900 | 100% | 167,300 | 100% | 168,300 | 100% | 1,000 | 1% |

Note: Percentages may not sum to 100% due to rounding.

Source: 2004 Economic Forecast by County, CalTrans, Division of Transportation Planning.

Table 7-2 shows that between 2001 and 2008, 14,660 new non-agricultural jobs are projected to be created in Monterey County. Most of these jobs will be in the service industry, including food service workers and cleaning workers, as well as police and corrections offers. While remaining strong, growth of health service jobs in Salinas is expected to slow somewhat.

Due to the expansion of prepackaged produce in today's supermarkets, packers and packagers will experience a significant increase in employment, this along with an expansion in construction in Monterey County which will increase the need for construction workers. Also, the need to move material from one place to another will increase the number of drivers. All this will increase the number of production, construction, operations, and material handling jobs in the county.

Reflecting a national problem, more elementary and secondary teachers and assistants will be needed, partially in response to State-mandated reduction in student class size and a growing population. Hartnell's District has fifteen (15) elementary, two secondary schools, and three joint school districts. In addition, a high demand for hospital industry workers is created by three large hospitals and extensive medical care services in the District.

Occupations projected to be the fastest growing, in terms of proportion of new jobs, include college teachers, front desk clerks, business operation specialists, and medical technicians. Other occupations having high growth rates are sales workers, counter and rental clerks, and customer services representatives.

Table 7-2
Projected Number of Jobs in Monterey County

| Occupation ¹ | Total Projected Jobs | | Projected 2001-08 Job Openings | | |
|---|----------------------|---------------|--------------------------------|--------------|---------------|
| | 2001 | 2008 | New Jobs | Separations | Total |
| Management, Bus, & Fin Occupations | 9,620 | 10,640 | 1,020 | 1,300 | 2,320 |
| General & Operations Managers | 2,080 | 2,270 | 190 | 250 | 440 |
| Business Operations Specialists, All Other | 770 | 920 | 150 | 140 | 290 |
| Accountants & Auditors | 750 | 820 | 70 | 80 | 150 |
| Professional and Related Occupations | 23,700 | 27,230 | 3,530 | 3,390 | 6,920 |
| Teachers-Elementary | 2,920 | 3,250 | 330 | 480 | 810 |
| Teacher Assistants | 2,180 | 2,570 | 390 | 340 | 730 |
| Registered Nurses | 1,970 | 2,320 | 350 | 300 | 650 |
| Teachers-Secondary | 810 | 930 | 120 | 180 | 300 |
| Health Professionals & Technicians | 700 | 840 | 140 | 140 | 280 |
| Teachers-Middle School | 820 | 890 | 70 | 130 | 200 |
| Teachers-Postsecondary | 380 | 510 | 130 | 50 | 180 |
| Sales and Related Occupations | 15,460 | 17,070 | 1,610 | 4,030 | 5,640 |
| Salespersons, Retail | 5,150 | 5,620 | 470 | 1,470 | 1,940 |
| Cashiers | 4,250 | 4,760 | 510 | 1,500 | 2,010 |
| Sups/Mgrs of Retail Sales Workers | 1,600 | 1,750 | 150 | 170 | 320 |
| Sales Reps, Whlsale & Mfg | 1,060 | 1,140 | 80 | 210 | 290 |
| Counter & Rental Clerks | 510 | 600 | 90 | 180 | 270 |
| Sales & Related Workers | 470 | 570 | 100 | 70 | 170 |
| Clerical, Administrative Support | 20,520 | 21,750 | 1,230 | 3,160 | 4,390 |
| General Office Clerks | 2,590 | 2,810 | 220 | 360 | 580 |
| Stock Clerks & Order Fillers | 1,070 | 1,130 | 60 | 290 | 350 |
| Customer Service Representatives | 1,300 | 1,550 | 250 | 80 | 330 |
| Hotel, Motel, & Resort Desk Clerks | 550 | 690 | 140 | 190 | 330 |
| Bookkeeping, Accounting Clerks | 1,820 | 1,880 | 60 | 240 | 300 |
| Sups/Mgrs of Office & Admin Support | 1,490 | 1,570 | 80 | 200 | 280 |
| Receptionists & Information Clerks | 930 | 1,040 | 110 | 150 | 260 |
| Exec Secretaries & Admin Assistant | 1,310 | 1,390 | 80 | 160 | 240 |
| Secretaries | 1,610 | 1,630 | 20 | 190 | 210 |
| Tellers | 560 | 560 | 0 | 190 | 190 |
| Office & Administrative Support Workers | 880 | 950 | 70 | 100 | 170 |
| Service Occupations | 32,870 | 37,000 | 4,130 | 8,220 | 12,350 |
| Food Preparation & Serving Workers | 2,880 | 3,360 | 480 | 1,390 | 1,870 |
| Waiters & Waitresses | 2,980 | 3,140 | 160 | 1,220 | 1,380 |
| Maids & Housekeeping Cleaners | 1,930 | 2,280 | 350 | 320 | 670 |
| Police & Sheriff's Patrol Officers | 1,950 | 2,300 | 350 | 310 | 660 |
| Correctional Officers & Jailers | 1,650 | 1,980 | 330 | 310 | 640 |
| Security Guards | 1,420 | 1,630 | 210 | 300 | 510 |
| Landscaping & Groundskeeping Workers | 1,270 | 1,470 | 200 | 240 | 440 |

Table 7-2
Projected Number of Jobs in Monterey County (continued)

| Occupation ¹ | Total Projected Jobs | | Projected 2001-08 Job Openings | | |
|--|----------------------|----------------|--------------------------------|---------------|---------------|
| | 2001 | 2008 | New Jobs | Separations | Total |
| Service Occupations (Continued) | | | | | |
| Restaurant Cooks | 1,430 | 1,550 | 120 | 310 | 430 |
| Janitors & Cleaners | 1,630 | 1,830 | 200 | 220 | 420 |
| Food Preparation Workers | 1,140 | 1,230 | 90 | 330 | 420 |
| Counter Attendants | 600 | 650 | 50 | 370 | 420 |
| Protective Service Workers | 550 | 640 | 90 | 240 | 330 |
| Nursing Aides, Orderlies, & Attendants | 1,000 | 1,160 | 160 | 100 | 260 |
| Sups/Mgrs of Food Prep & Serving Wrk | 1,040 | 1,100 | 60 | 190 | 250 |
| Dental Assistants | 680 | 840 | 160 | 90 | 250 |
| Medical Assistants | 470 | 600 | 130 | 100 | 230 |
| Food Servers, Nonrestaurant | 410 | 490 | 80 | 150 | 230 |
| Bartenders | 470 | 510 | 40 | 140 | 180 |
| Agricultural, Forestry, Fishing | 490 | 530 | 40 | 80 | 120 |
| Prod., Const., Oper., Mat. Handling | 27,120 | 30,110 | 2,990 | 4,340 | 7,330 |
| Packers & Packagers, Hand | 2,070 | 2,370 | 300 | 400 | 700 |
| Laborers & Movers | 1,570 | 1,680 | 110 | 390 | 500 |
| Truck Drivers, Heavy & Tractor-Trailer | 1,540 | 1,830 | 290 | 160 | 450 |
| Carpenters | 1,440 | 1,620 | 180 | 180 | 360 |
| Truck Drivers, Light or Delivery Services | 990 | 1,160 | 170 | 100 | 270 |
| Automotive Service Tech & Mechanics | 790 | 900 | 110 | 140 | 250 |
| Maintenance & Repair Workers, General | 1,690 | 1,780 | 90 | 150 | 240 |
| Cleaners of Vehicles & Equipment | 490 | 540 | 50 | 140 | 190 |
| Installation, Maint, & Repair Workers, All C | 740 | 790 | 50 | 100 | 150 |
| Industrial Truck & Tractor Operators | 720 | 800 | 80 | 70 | 150 |
| Production Workers, All Other | 530 | 620 | 90 | 60 | 150 |
| Total - All Occupations | 129,700 | 144,400 | 14,700 | 24,540 | 39,240 |

POPULATION:

Census data show that 255,458 persons resided in the Hartnell College District in 2000 (Table 7-3). Approximately seven-tenths (71%) of the population are ethnic minorities, including Latinos (61%), Asian Americans (5%), African Americans (3%) and American Indians (1%). When the Hartnell District population is broken down geographically, ethnic minorities comprise 49% of the northern portion of the District, 71% of the central area, and 81% of the southern part of the District.

**Table 7-3
2000 Hartnell College District Population by Area and Ethnicity**

| Area | African American | | American Indian | | Asian American | | Latino/a | | White | | Other | | Total | |
|-----------------------------|------------------|-----------|-----------------|-----------|----------------|-----------|----------------|------------|---------------|------------|--------------|-----------|----------------|-------------|
| | N | % | N | % | N | % | N | % | N | % | N | % | N | % |
| North | | | | | | | | | | | | | | |
| Castroville | 44 | 1% | 27 | <1% | 219 | 3% | 5,802 | 86% | 569 | 8% | 63 | 1% | 6,724 | 100% |
| Elkhorn | 20 | 1% | 19 | 1% | 81 | 5% | 444 | 28% | 1,015 | 64% | 12 | 1% | 1,591 | 100% |
| Moss Landing | 9 | 3% | 6 | 2% | 7 | 2% | 85 | 28% | 168 | 56% | 25 | 8% | 300 | 100% |
| Prunedale | 245 | 2% | 245 | 2% | 737 | 5% | 3,416 | 22% | 10,565 | 69% | 200 | 1% | 15,408 | 100% |
| Unincorporated ¹ | 29 | 1% | 42 | 1% | 320 | 9% | 1,263 | 35% | 1,879 | 52% | 73 | 2% | 3,606 | 100% |
| North Total | 347 | 1% | 339 | 1% | 1,364 | 5% | 11,010 | 40% | 14,196 | 51% | 373 | 1% | 27,629 | 100% |
| Central | | | | | | | | | | | | | | |
| Boronda | 21 | 2% | 15 | 1% | 139 | 10% | 961 | 73% | 173 | 13% | 16 | 1% | 1,325 | 100% |
| Salinas | 2,928 | 2% | 958 | 1% | 10,112 | 7% | 93,994 | 65% | 34,611 | 24% | 1,317 | 1% | 143,920 | 100% |
| Spreckels | 5 | 1% | 4 | 1% | 14 | 3% | 134 | 28% | 327 | 67% | 1 | <1% | 485 | 100% |
| Unincorporated ² | 112 | 1% | 103 | 1% | 1,070 | 7% | 2,996 | 19% | 11,135 | 72% | 138 | 1% | 15,554 | 100% |
| Central Total | 3,066 | 2% | 1,080 | 1% | 11,335 | 7% | 98,085 | 61% | 46,246 | 29% | 1,472 | 1% | 161,284 | 100% |
| South | | | | | | | | | | | | | | |
| Bradley | 0 | 0% | 2 | 2% | 1 | 1% | 28 | 23% | 89 | 74% | 0 | 0% | 120 | 100% |
| Chualar | 6 | <1% | 6 | <1% | 42 | 3% | 1,351 | 94% | 39 | 3% | 0 | 0% | 1,444 | 100% |
| Gonzales | 45 | 1% | 38 | 1% | 149 | 2% | 6,474 | 86% | 782 | 10% | 37 | <1% | 7,525 | 100% |
| Greenfield | 115 | 1% | 68 | 1% | 121 | 1% | 11,055 | 88% | 1,188 | 9% | 36 | <1% | 12,583 | 100% |
| King City | 19 | <1% | 56 | 1% | 161 | 1% | 8,922 | 80% | 1,892 | 17% | 44 | <1% | 11,094 | 100% |
| San Ardo | 2 | <1% | 8 | 2% | 2 | <1% | 329 | 66% | 157 | 31% | 3 | 1% | 501 | 100% |
| San Lucas | 1 | <1% | 1 | <1% | 7 | 2% | 361 | 86% | 47 | 11% | 2 | <1% | 419 | 100% |
| Soledad | 100 | 1% | 38 | <1% | 257 | 2% | 9,779 | 87% | 1,032 | 9% | 57 | 1% | 11,263 | 100% |
| State Prisons | 3,646 | 32% | 126 | 1% | 0 | 0% | 4,147 | 37% | 2,764 | 25% | 574 | 5% | 11,257 | 100% |
| Unincorporated ³ | 69 | 1% | 142 | 1% | 287 | 3% | 4,897 | 47% | 4,855 | 47% | 89 | 1% | 10,339 | 100% |
| South Total | 4,003 | 6% | 485 | 1% | 1,027 | 2% | 47,343 | 71% | 12,845 | 19% | 842 | 1% | 66,545 | 100% |
| Total | 7,416 | 3% | 1,904 | 1% | 13,726 | 5% | 156,438 | 61% | 73,287 | 29% | 2,687 | 1% | 255,458 | 100% |

Note: Percentages may not sum to 100% due to rounding.

¹ Includes residents living in a portion of Marina that falls within the Hartnell College District.

² Includes residents living along the Highway 68 corridor.

³ Includes residents living in Jolon, Lockwood, and Ft. Hunter Liggett.

Source: Jeanne Gobalet, Demographer. Based on US Census 2000 data.

**Table 7-4
Hartnell College District Actual and Projected Population**

| Area/City | Actual 2000 | | Estimated 2004 | | Projected ¹ | | | | | | 2000 to 2020 Change | | |
|-----------------------------|----------------|-------------|-------------------|-------------|------------------------|-------------|----------------|-------------|----------------|-------------|------------------------|------------|--|
| | N | % | N | % | 2010 | | 2015 | | 2020 | | N | % | |
| | | | | | N | % | N | % | N | % | | | |
| North | | | | | | | | | | | | | |
| Castroville | 6,724 | 3% | 7,089 | 3% | 7,075 | 2% | 7,698 | 2% | 8,321 | 2% | 1,597 | 24% | |
| Elkhorn | 1,591 | 1% | 1,677 | 1% | 1,674 | 1% | 1,821 | 1% | 1,969 | 1% | 378 | 24% | |
| Moss Landing | 300 | <1% | 316 | <1% | 316 | <1% | 343 | <1% | 371 | <1% | 71 | 24% | |
| Prunedale | 15,408 | 6% | 16,245 | 6% | 16,212 | 5% | 17,640 | 5% | 19,068 | 5% | 3,660 | 24% | |
| Unincorporated ² | 3,606 | 1% | 3,802 | 1% | 3,794 | 1% | 4,128 | 1% | 4,463 | 1% | 857 | 24% | |
| North Total | 27,629 | 11% | 29,130 | 11% | 29,071 | 10% | 31,632 | 10% | 34,192 | 10% | 6,563 | 24% | |
| Central | | | | | | | | | | | | | |
| Boronda | 1,325 | 1% | 1,397 | 1% | 1,394 | <1% | 1,517 | <1% | 1,640 | <1% | 315 | 24% | |
| Salinas | 143,920 | 56% | 152,200 | 56% | 165,141 | 54% | 174,787 | 53% | 184,434 | 52% | 40,514 | 28% | |
| Spreckels | 485 | <1% | 511 | <1% | 510 | <1% | 555 | <1% | 600 | <1% | 115 | 24% | |
| Unincorporated ³ | 15,554 | 6% | 16,399 | 6% | 16,366 | 5% | 17,807 | 5% | 19,249 | 5% | 3,695 | 24% | |
| Central Total | 161,284 | 63% | 170,508 | 63% | 183,411 | 60% | 194,667 | 59% | 205,923 | 58% | 44,639 | 28% | |
| South | | | | | | | | | | | | | |
| Bradley | 120 | <1% | 127 | <1% | 126 | <1% | 137 | <1% | 149 | <1% | 29 | 24% | |
| Chualar | 1,444 | 1% | 1,522 | 1% | 1,519 | <1% | 1,653 | 1% | 1,787 | 1% | 343 | 24% | |
| Gonzales | 7,525 | 3% | 8,425 | 3% | 12,463 | 4% | 14,627 | 4% | 16,791 | 5% | 9,266 | 123% | |
| Greenfield | 12,583 | 5% | 13,150 | 5% | 18,627 | 6% | 21,570 | 7% | 24,512 | 7% | 11,929 | 95% | |
| King City | 11,094 | 4% | 11,500 | 4% | 15,484 | 5% | 17,433 | 5% | 19,381 | 5% | 8,287 | 75% | |
| San Ardo | 501 | <1% | 528 | <1% | 527 | <1% | 574 | <1% | 620 | <1% | 119 | 24% | |
| San Lucas | 419 | <1% | 442 | <1% | 441 | <1% | 480 | <1% | 519 | <1% | 100 | 24% | |
| Soledad | 11,263 | 4% | 14,603 | 5% | 20,636 | 7% | 24,161 | 7% | 27,686 | 8% | 16,423 | 146% | |
| State Prisons | 11,257 | 4% | 11,597 | 4% | 11,777 | 4% | 11,777 | 4% | 11,777 | 3% | 520 | 5% | |
| Unincorporated ⁴ | 10,339 | 4% | 10,901 | 4% | 10,879 | 4% | 11,837 | 4% | 12,795 | 4% | 2,456 | 24% | |
| South Total | 66,545 | 26% | 72,795 | 27% | 92,479 | 30% | 104,249 | 32% | 116,016 | 33% | 49,471 | 74% | |
| District Total | 255,458 | 100% | 272,433 | 100% | 304,962 | 100% | 330,547 | 100% | 356,131 | 100% | 100,673 | 39% | |
| Total Adults | 163,141 | 64% | 174,145 | 64% | 194,920 | 64% | 211,760 | 64% | 228,599 | 64% | 65,458 | 40% | |

Note: Percentages may not sum to 100% due to rounding.

¹ Based upon California Department of Finance and Association of Monterey Bay Area Government forecasts.

² Includes residents living in a portion of Marina that falls within the Hartnell College District.

³ Includes residents living along the Highway 68 corridor.

⁴ Includes residents living in Jolon, Lockwood, and Ft. Hunter Liggett.

Source: Jeanne Gobalet, Demographer. Based on US Census 2000 data.

California Department of Finance, City/County Population Estimates, 2000-2004.

Association of Monterey Bay Area Governments, 2004 AMBAG Population,

Housing Unit & Employment Forecasts, 2000-2030.

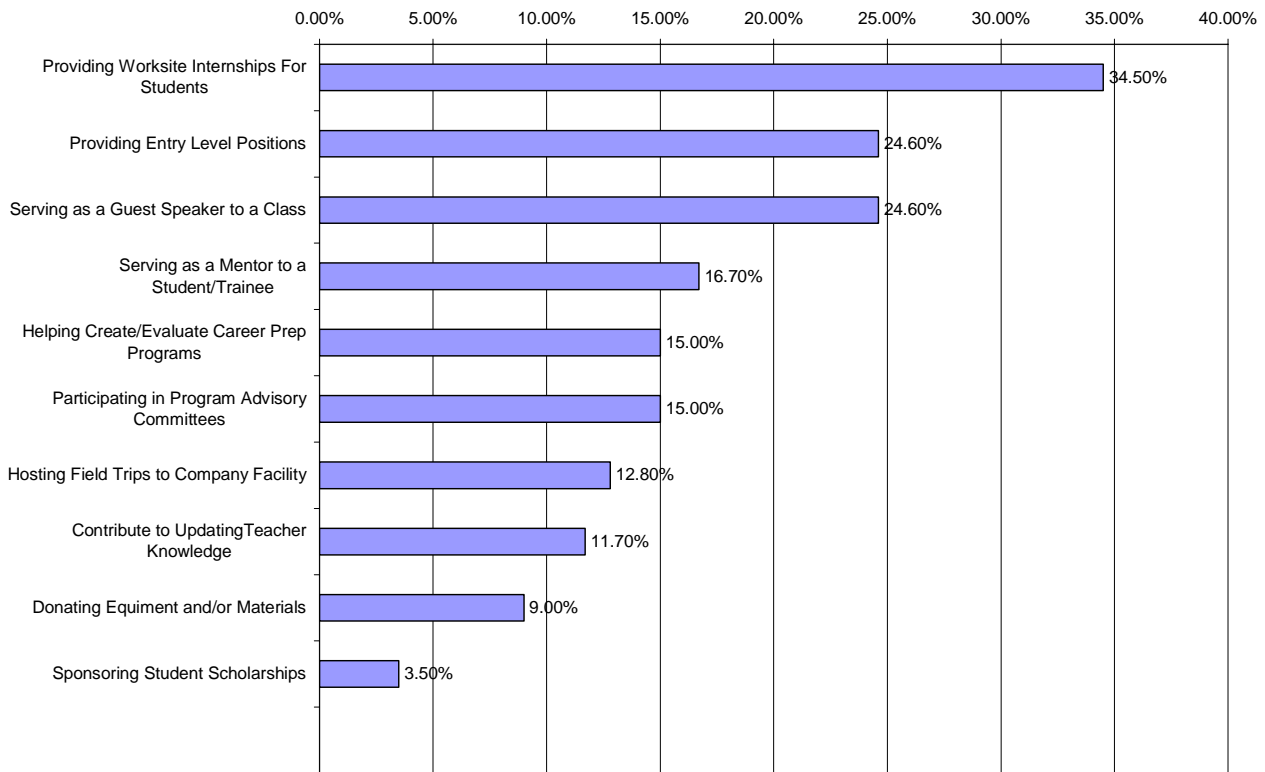
As shown in Table 7-4, 255,458 persons resided in the Hartnell College District during 2000, including 163,141 adults. In 2004 the estimated population is 272,433, including 174,145 adults. More than three-fifths of the population reside in the central area in and around Salinas, more than one-fourth live in South County, and the remaining 11% live in the northern part of the county.

Population projections (Table 7-4) show that the total population in the Hartnell College District will grow by 39% between 2000 and 2020. However, growth rates will vary widely from 24% in Castroville to 146% in Soledad.

EDUCATION AND TRAINING NEEDS:

Results of the 1996 Hartnell District Salinas Valley Business Retention and Economic Advancement Project show that the greatest training needs for employees of Salinas Valley employers are for computer skills; people skills; customer relations and service training; communication skills; sales, marketing and advertising training; and basic skills training, particularly for agricultural workers.

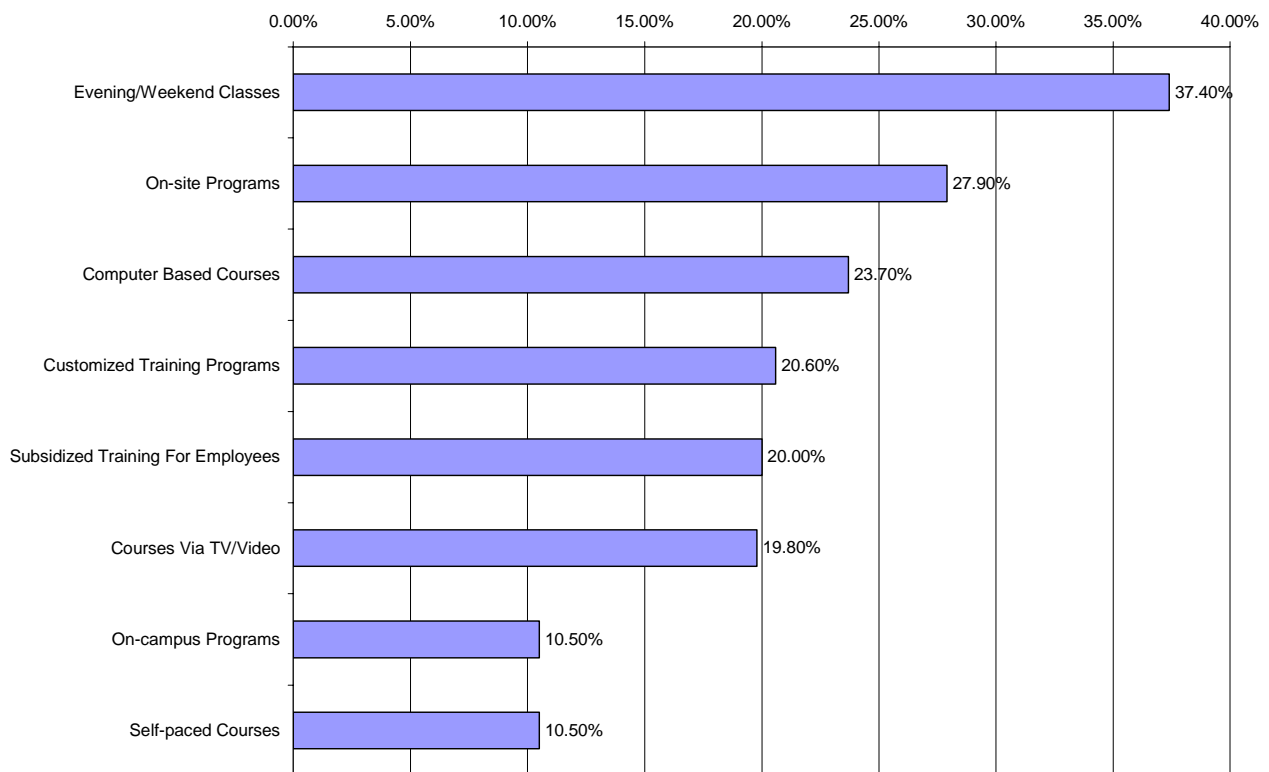
**Graph 7-5
Top Ten Training Programs and Services of Interest to Businesses
Salinas Valley Region**



Additional small business training is needed. In its November 1998 publication, *Salinas Business*, the Salinas Valley Chamber of Commerce identified three major concerns to Salinas businesses: lack of skilled entry-level employees, lack of available employees, and attitude/work ethic of employees. Opportunities exist for Hartnell College to provide some of this training in cooperation with existing entities, such as King City’s Small Business Incubator and the Economic Development Corporation, as well as a number of businesses in Salinas, Soledad, and Greenfield.

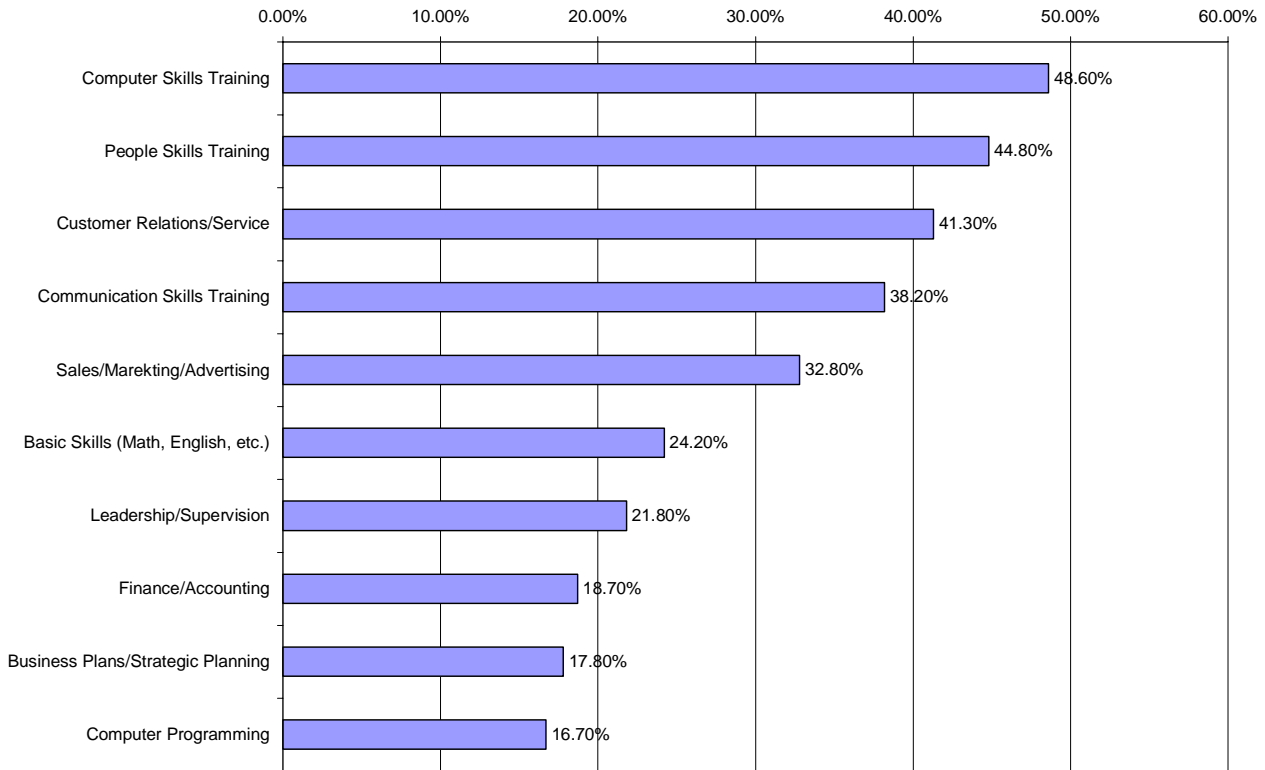
Many Salinas Valley employers have expressed an interest in alternative training delivery approaches, including evening and weekend classes and on-site programs. Some South County residents would also like more college classes offered in their local communities.

Graph 7-6
Training Delivery Methods of Interest to Businesses
Salinas Valley Region



Monterey County’s economic development strategy encourages more training partnerships between business and educational institutions. Many employers have expressed a willingness to be partners in such endeavors through providing work-site internships for students, providing entry-level positions, and serving as guest speakers for classes. Hartnell’s Cooperative Work Experience program benefits from these opportunities. Besides taking advantage of these partnerships, Hartnell also has an opportunity to develop collaborative ventures with other educational institutions, such as California State University Monterey Bay (CSUMB), and Golden Gate University.

Graph 7-6
Career Preparation Activities/Services of Interest to Businesses
Salinas Valley Region



CONCLUSIONS:

The economy will continue to grow in the Hartnell College District, although at a slower pace than in recent years. Agribusiness is the primary force that drives economic development throughout the Salinas Valley. Consequently, Hartnell will need to continue to respond to the employment needs of the agricultural industry. In addition, employers have expressed a need for their employees to have more training in the healthcare, education, construction, and business operations areas, all of which will be addressed by the College.

The Latino population will continue to grow at a faster rate than other ethnic groups. Additionally, population growth in the southern Salinas Valley will increase at a faster pace than in Salinas and the northern part of the District. As a result, Hartnell will develop more programs and services to meet the needs of Latino and South County residents.