



UNLOCKING OPPORTUNITY

Labor Market Context

Imperial Valley College

October 2025

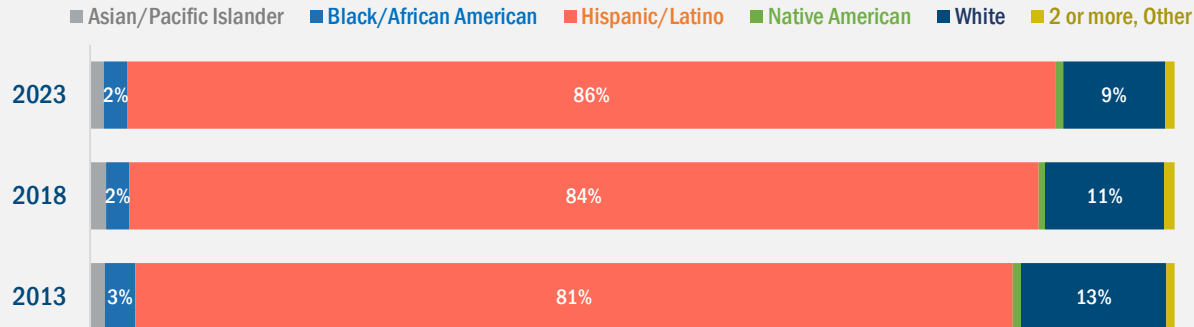
This workbook provides a snapshot of some key labor market metrics to provide context for Unlocking Opportunity participants. As you move through the workbook, take note of areas where further investigation and inquiry are needed. Please feel free to share this workbook with your college team.



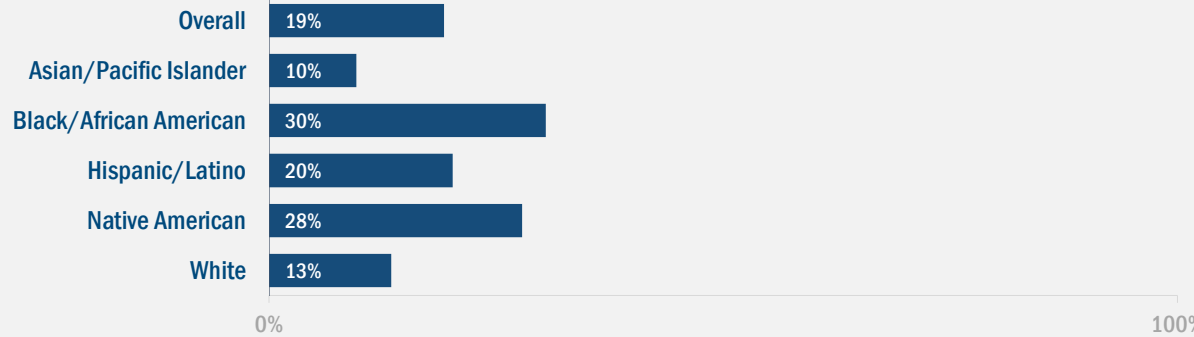
Developed in collaboration with ASA Research

Service Area Demographics

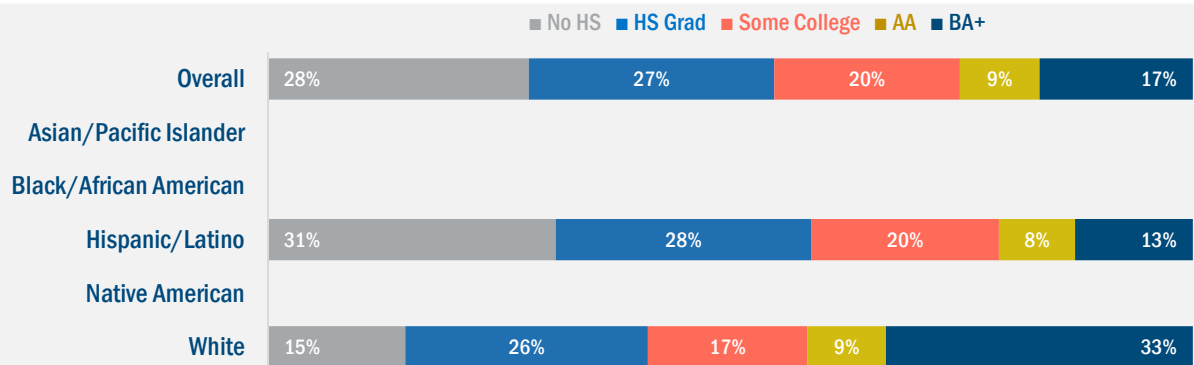
Distribution of population by race/ethnicity



Percent of population living in poverty



Distribution of population by educational attainment



Missing values are a result of missing data and do not indicate a value of 0.

Notes and Questions

Service Area Demographics, Continued

Median individual earnings	Imperial County, California	
	Overall	\$33,020
	Asian	\$71,623
	Black	\$25,821
	Hispanic	\$31,973
	Native American	\$42,426
	Native HI/Pacific Islander	
	White	\$36,626

Missing values are a result of missing data and do not indicate a value of \$0. Living wage = \$43,774.

Population	Total, County	179,319
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Total, service area population: 179,319.

Notes

- For service areas comprised of multiple counties or ZIP codes, population estimates are computed using weighted averages that account for the relative population sizes of each area, rather than unweighted (simple) averages.
- Individuals of Hispanic/Latino origin belonging to any racial group are classified as Hispanic/Latino; all individually reported races include only populations of that race, e.g., White includes all White populations only with no Hispanic/Latino origin.
- The percentage of the population living in poverty is defined as those with family incomes below 100% of the federal poverty threshold—an annual income of \$30,000 for a family of four in 2023.
- Educational attainment reflects adults over the age of 25.
- Median individual earnings represents earnings of the population over 16 years in the past 12 months at the time of survey; earnings are in 2023 inflation adjusted dollars.
- The living wage is equal to \$43,000, corrected for the service area's cost of living. An earnings level of \$43,000 is estimated to be the level needed to support an individual.
- Census estimates for some counties and some race/ethnicities are not available and cannot be reported.
- Source: Population distribution, poverty, educational attainment median earnings: U.S. Census Bureau's American Community Survey, 2023, 1-Year Estimates for educational attainment, 5-Year Estimates for all others; Georgetown University, Center on Education and the Workforce.

Notes and Questions

Largest Occupations

Largest 20 Occupations, All Earnings Levels and Award Levels

Occupation	Number of Jobs				Median Annual Earnings: 2024	Typical Entry-Level Education Required
	Actual		Projected			
	Change, 2021 – 2024	2024	Change, 2024 – 2027	2027		
Home Health and Personal Care Aides	<div><div></div></div> 1,372	<div><div></div></div> 7,243	<div><div></div></div> 1,048	<div><div></div></div> 8,291	\$33,369	HS diploma/equivalent
Farmworkers & Laborers, Crop, Nursery, & Greenhouse	<div><div></div></div> -1,603	<div><div></div></div> 4,074	<div><div></div></div> -446	<div><div></div></div> 3,628	\$34,359	No formal credential
Cashiers	<div><div></div></div> -36	<div><div></div></div> 2,138	<div><div></div></div> -9	<div><div></div></div> 2,129	\$34,757	No formal credential
Retail Salespersons	<div><div></div></div> 157	<div><div></div></div> 1,823	<div><div></div></div> 102	<div><div></div></div> 1,925	\$35,006	No formal credential
Fast Food and Counter Workers	<div><div></div></div> 440	<div><div></div></div> 1,667	<div><div></div></div> 93	<div><div></div></div> 1,760	\$36,587	No formal credential
Correctional Officers and Jailers	<div><div></div></div> -21	<div><div></div></div> 1,319	<div><div></div></div> 12	<div><div></div></div> 1,331	\$104,083 *	HS diploma/equivalent
Stockers and Order Fillers	<div><div></div></div> 224	<div><div></div></div> 1,297	<div><div></div></div> 61	<div><div></div></div> 1,358	\$39,125	HS diploma/equivalent
Office Clerks, General	<div><div></div></div> 19	<div><div></div></div> 1,163	<div><div></div></div> 11	<div><div></div></div> 1,174	\$40,373	HS diploma/equivalent
Heavy and Tractor-Trailer Truck Drivers	<div><div></div></div> 24	<div><div></div></div> 1,099	<div><div></div></div> -26	<div><div></div></div> 1,073	\$51,376 *	PSE nondegree award
Janitors & Cleaners, Except Maids & Housekeeping Cleaners	<div><div></div></div> 156	<div><div></div></div> 1,072	<div><div></div></div> 67	<div><div></div></div> 1,139	\$36,525	No formal credential
Laborers and Freight, Stock, and Material Movers, Hand	<div><div></div></div> -50	<div><div></div></div> 883	<div><div></div></div> 29	<div><div></div></div> 912	\$37,253	No formal credential
Teaching Assistants, Except Postsecondary	<div><div></div></div> 82	<div><div></div></div> 865	<div><div></div></div> 71	<div><div></div></div> 936	\$44,020 *	Some PSE/no degree
Substitute Teachers, Short-Term	<div><div></div></div> 644	<div><div></div></div> 796	<div><div></div></div> 54	<div><div></div></div> 850	\$52,374 *	Bachelor's
Compliance Officers	<div><div></div></div> 96	<div><div></div></div> 784	<div><div></div></div> 22	<div><div></div></div> 806	\$101,109 *	Bachelor's
General and Operations Managers	<div><div></div></div> 93	<div><div></div></div> 723	<div><div></div></div> 51	<div><div></div></div> 774	\$93,101 *	Bachelor's
Elementary School Teachers, Except Special Education	<div><div></div></div> -161	<div><div></div></div> 716	<div><div></div></div> 67	<div><div></div></div> 783	\$101,960 *	Bachelor's
Detectives and Criminal Investigators	<div><div></div></div> 70	<div><div></div></div> 704	<div><div></div></div> 24	<div><div></div></div> 728	\$121,326 *	HS diploma/equivalent
Farmers, Ranchers, and Other Agricultural Managers	<div><div></div></div> -138	<div><div></div></div> 697	<div><div></div></div> -71	<div><div></div></div> 626	\$45,339 *	HS diploma/equivalent
Security Guards	<div><div></div></div> 128	<div><div></div></div> 692	<div><div></div></div> 21	<div><div></div></div> 713	\$36,109	HS diploma/equivalent
First-Line Supervisors of Retail Sales Workers	<div><div></div></div> 11	<div><div></div></div> 598	<div><div></div></div> 18	<div><div></div></div> 616	\$46,758 *	HS diploma/equivalent

*Earnings are above the living wage = \$43,774.

Largest Occupations, Continued

Largest 20 Occupations Below the Living Wage* and Requiring an Award Above a HS Diploma

Occupation	Number of Jobs				Median Annual Earnings: 2024	Typical Entry-Level Education Required
	Actual		Projected			
	Change, 2021 – 2024	2024	Change, 2024 – 2027	2027		
Medical Assistants	-56	365	27	392	\$39,582	PSE nondegree award
Rehabilitation Counselors	44	246	17	263	\$40,373	Master's
Teaching Assistants, Postsecondary	156	185	6	191	\$35,023	Bachelor's
Skincare Specialists	96	158	6	164	\$36,736	PSE nondegree award
Environmental Science & Protection Techs, Incl. Health	100	133	5	138	\$39,086	Associate
Preschool Teachers, Except Special Education	-27	103	4	107	\$42,723	Associate
Financial Specialists, All Other	72	88	2	90	\$41,035	Bachelor's
Nursing Assistants	-113	81	15	96	\$41,595	PSE nondegree award
Emergency Medical Technicians	10	61	6	67	\$41,109	PSE nondegree award
Manicurists and Pedicurists	-15	24	3	27	\$35,745	PSE nondegree award
Hairdressers, Hairstylists, and Cosmetologists	-28	23	4	27	\$43,749	PSE nondegree award
Ophthalmic Medical Technicians	5	18	1	19	\$43,150	PSE nondegree award
Religious Workers, All Other	‡	15	0	15	\$36,180	Bachelor's

‡Data not available.

*Earnings are above the living wage = \$43,774.

Largest Occupations, Continued

Largest 20 Occupations Above the Living Wage* and Requiring an Award Above a HS Diploma and Below a Bachelor's Degree

Occupation	Number of Jobs				Median Annual Earnings: 2024	Typical Entry-Level Education Required
	Actual		Projected			
	Change, 2021 – 2024	2024	Change, 2024 – 2027	2027		
Heavy and Tractor-Trailer Truck Drivers	24	1,099	-26	1,073	\$51,376 *	PSE nondegree award
Licensed Practical and Licensed Vocational Nurses	30	288	11	299	\$73,757 *	PSE nondegree award
Automotive Service Technicians and Mechanics	10	287	23	310	\$52,957 *	PSE nondegree award
Firefighters	-16	158	13	171	\$53,893 *	PSE nondegree award
Dental Assistants	2	121	1	122	\$54,018 *	PSE nondegree award
Heating, A/C, & Refrigeration Mechanics & Installers	-7	115	12	127	\$58,552 *	PSE nondegree award
Life, Physical, and Social Science Technicians, All Other	-10	90	1	91	\$84,378 *	Associate
Respiratory Therapists	33	79	2	81	\$73,918 *	Associate
Phlebotomists	-17	78	5	83	\$46,800 *	PSE nondegree award
Paralegals and Legal Assistants	10	63	-1	62	\$61,818 *	Associate
Diagnostic Medical Sonographers	‡	61	3	64	\$83,677 *	Associate
Radiologic Technologists and Technicians	-17	48	3	51	\$85,904 *	Associate
Health Technologists and Technicians, All Other	-3	48	5	53	\$52,472 *	PSE nondegree award
Telecomms Equip Installers & Repairers, Except Line Installers	4	48	3	51	\$74,131 *	PSE nondegree award
Library Technicians	-8	46	2	48	\$47,486 *	PSE nondegree award
Dental Hygienists	-8	43	1	44	\$109,117 *	Associate
Psychiatric Technicians	‡	39	6	45	\$58,302 *	PSE nondegree award
Medical Records Specialists	-30	37	3	40	\$49,088 *	PSE nondegree award
Computer Network Support Specialists	-35	36	2	38	\$69,118 *	Associate
HR Assistants, Except Payroll & Timekeeping	-8	34	0	34	\$47,299 *	Associate

‡Data not available.

*Earnings are above the living wage = \$43,774.

Largest Occupations, Continued

Notes

- Occupations grouped by the detailed, six-digit federal Standard Occupation Code (SOC).
- Earnings are reported for jobs, regardless of minimum education level required.
- Data reflect the service area.
- The living wage is equal to \$43,000, corrected for the service area's cost of living. An earnings level of \$43,000 is estimated to be the level needed to support an individual.
- The bar chart scales for all three figures in the Largest Occupation series are standardized to the same minimum and maximum values for ease of comparison.
- Source: Lightcast.

Notes and Questions

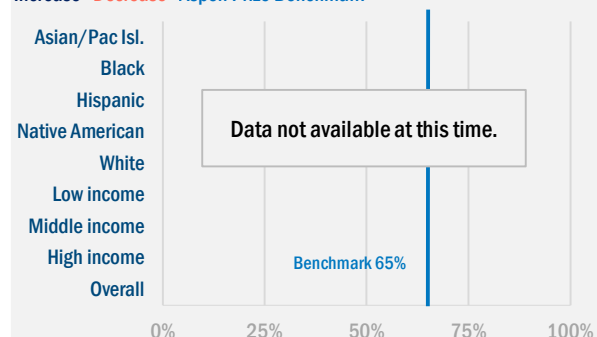
Student Success: Retention and Completion

Completion rates are important indicators of student success, correlating with post-graduation success in transfer, employment, and ability to repay loans. First-to-second-year retention (the rate of re-enrollment among students who were at your college the first year) provides an early indicator of a student's likelihood to complete as well as sense of belonging, perceived value of the curriculum, and strength of the college's student supports and services.

Retention

2020-21 and 2022-23 cohorts

Increase Decrease Aspen Prize Benchmark



2020-21 Cohort = ; 2022-23 Cohort = .

Notes

- The retention cohort includes first-time students who started in either the fall or the spring of an academic year.
- Retention = reenrollment in, or graduation from the beginning institution at any point in the second academic year.
- 150% graduation rate includes first-time students entering the college any semester and completing a credential within three years of first enrollment.
- The Aspen Prize Benchmark is the average of the 10 finalist institutions for the 2025 Aspen Prize: 2018-19 to 2020-21 cohorts for retention; 2015-16 to 2017-18 cohorts for full-time + part-time completion; fall 2017 to fall 2019 cohorts for first-time, full-time student graduation + transfer rate.
- Source: National Student Clearinghouse report created for Aspen Institute, August 2025; U.S. Department of Education, Graduation Rate Survey Data, 2021 and 2023.

Aspen Prize Benchmarking Tool

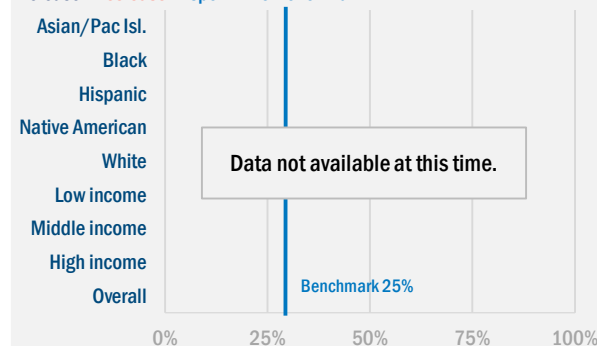
Use the Benchmarking Tool to compare your college's retention rate and graduation + transfer rates with peer institutions or the institutions eligible for the Prize.

Visit
<https://prizebenchmarks.aspeninstitute.org/>
 to access the Tool.

Graduation rates, 150% of normal time

Full- and part-time students, 2016-17 and 2018-19 cohorts

Increase Decrease Aspen Prize Benchmark



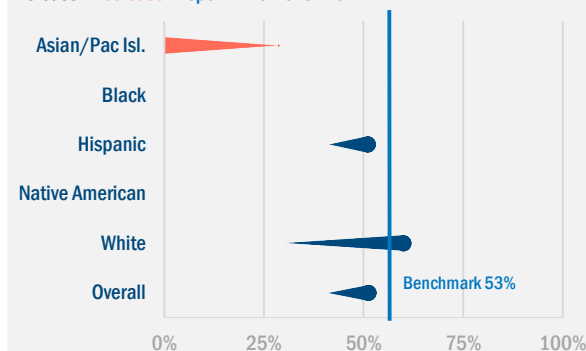
2016-17 Cohort = ; 2018-19 Cohort = .

Note: 55% of students are part-time.

Graduation + transfer rates, 150% of normal time

First-time, full-time students, 2021 and 2023*

Increase Decrease Aspen Prize Benchmark



2021 Entering cohort = 1,161; 2023 Entering cohort = 734.

*2018 & 2020 Entering cohorts for 2-year reporters; 2015 & 2017 for 4-year.

Notes and Questions