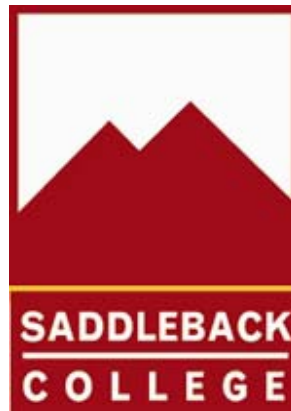


Executive Summary

External Scan



Office of Planning, Research and Grants

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Saddleback College Community Awareness Benchmark Marketing Survey

This telephone survey of 400 community members was conducted by Interact Communications.

- ✓ Saddleback College decent name recognition and is the Top-of-Mind college within the community.
- ✓ Knowledge about the college is not strong. Only 1 in 5 report having any in depth knowledge of the college.
- ✓ There are few negative perceptions of the college and there are no major negative reputation obstacles that Saddleback must overcome
- ✓ More than 70% reported receiving a schedule of classes, yet less than half found the schedule to be useful.
- ✓ In general, the community is ambivalent about Saddleback College, which makes it resilient to negative information yet vulnerable to apathy.
- ✓ Overall the community perceives Saddleback College as providing good training in the community.
- ✓ Nearly 25% of participants reported that their image of Saddleback College was shaped by information they received over 5 years ago.
- ✓ College Literature is the single largest source of messaging after word-of-mouth.

Orange County Workforce 2008-009 Report

This report was based on a research partnership between the Orange County Business Council, County of Orange, and Orange County Workforce Investment Board (OCWIB). The report examined industry and employment growth, salary and wage trends, demographic changes and educational attainment students throughout Orange County.

Key Findings:

- ✓ Orange County unemployment rate stood at 5.7% (July 2008), up from 4.3% in 2007 and 3.4% in 2006.
- ✓ The top 10 fastest growing *industries* by absolute growth 2004-2014 are (largest to smallest):
 - Administrative and Support Services
 - Food Services and Drinking Places
 - Full-Service Restaurants
 - Specialty Trade Contractors
 - Employment Services
 - Ambulatory Health Care Services
 - Amusement, Gambling, and Recreation
 - Credit Intermediation and Related Activities
 - Merchant Wholesalers, Durable Goods
- ✓ The top 10 fastest growing *occupations* in OC by absolute growth 2004-2014 (largest to smallest):
 - Retail Salespersons
 - Cashiers
 - Waiters/Waitresses
 - Combined Food Preparation and Serving Workers including Fast Food
 - Office Clerks (General)
 - Laborer and Freight, Stock, and Material Movers
 - Customers Service Representatives
 - Landscaping and Groundskeeping Workers
 - Janitors and Cleaners, Except Maids and Housekeeping Cleaners
 - General and Operations Managers.
- ✓ Changing Job Demands in the Green Technology Cluster
 - Green Technology firms make up 28% of the construction industry.
 - Given the downturn of the real estate industry, Green technology is the bright spot for construction.
 - Three out of four Green Technology employers will increase their number of permanent employees and total employment will increase by about 25% within the next 12 months.
 - The Solar Industry is one of the largest components of Green Technology in the area of energy generation
 - Greatest challenges in Green Technology is currently facing:
 - Recruiting non-entry level employees with adequate experiences and industry understanding.

- Replacing retired workers with qualified candidates from outside and inside the organization.
- Recruiting entry-level employees with appropriate training and education.
- Retaining valuable employees who could move up within the organization.
- Training opportunities so current employees can advance within the organization.

Energy Efficiency Industry Environmental Scan Survey Results & Findings

The sample was mainly composed from the following sectors:

- Utilities and energy resource management, including municipal agencies
- Design and/or construction of a new buildings or residences
- Energy retrofitting, improving energy and resource efficiency in existing homes
- Retro-commissioning or existing building commissioning, improving energy efficiency in existing buildings and facilities
- Facility or building operations and maintenance

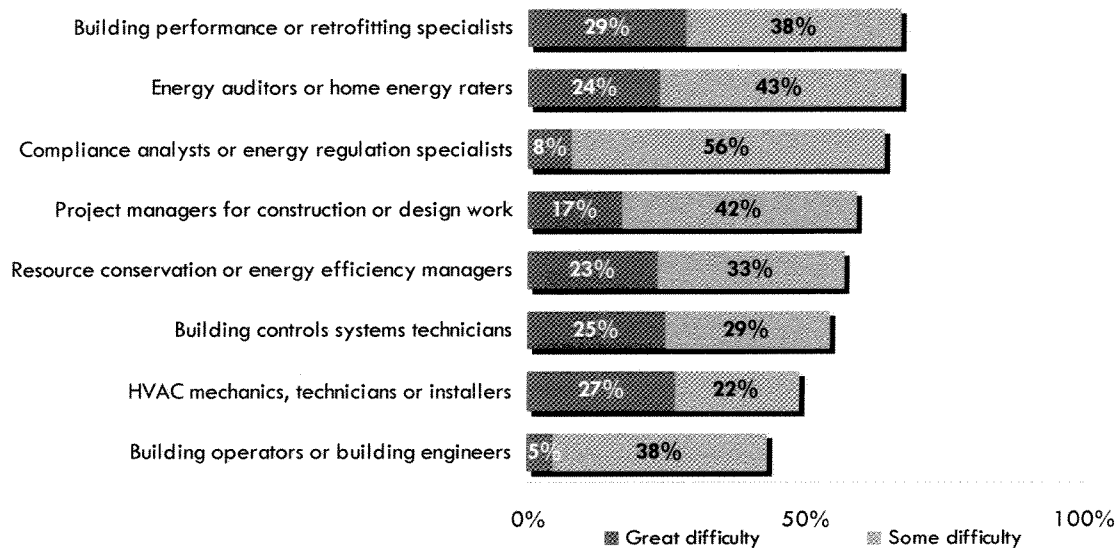
Estimated 2009 Employment and Projected 12-month and 3-Year Growth for Each Occupation

Energy Efficiency Occupations	2009 Employment Estimate	12-month Projected Growth	Growth Rate	3-year Projected Growth	Growth Rate
Project managers for construction or design work are responsible for communicating with project partners and ensuring that the project is completed in a timely manner and within budget.	3,240	220	7%	990	30%
HVAC mechanics, technicians or installers install, repair and maintain heating, ventilation, air-conditioning and refrigeration systems.	2,080	50	3%	580	28%
Building performance or retrofitting specialists are contractors who improve the energy efficiency of homes or buildings by installing insulation, windows, lighting and other energy efficient products.	1,110	220	20%	540	48%
Building controls systems technician combine some of the traditional skill sets of building technicians with advanced skills in controls programming, networking, and systems integration.	960	90	9%	360	38%
Compliance analyst or energy regulation specialists evaluate if projects are meeting regulatory requirements and/or incentives and provide recommendations as needed to meet compliance.	640	50	9%	120	19%
Resource conservation or energy efficiency managers assess current energy and resource consumption and develop strategies to reduce usage.	540	80	15%	220	41%
Building operators or building engineers troubleshoot, install, replace, and repair building energy systems and controls to optimize energy efficiency.	520	30	6%	70	14%
Energy auditors or home energy raters are responsible for collecting, analyzing and validating energy usage in the field and preparing reports on a building or home's total energy profile.	380	90	23%	250	66%
Total, All Occupations (totals may not add due to rounding)	9,460	840		3,130	

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 Hosted at Rancho Santiago Community College District
 (714) 564-5529

Level of difficulty in finding applicants who meet hiring standards

	Great difficulty	Some difficulty	No difficulty	DK/NA	Combined Great & Some Difficulty
Building operators or building engineers	4.8%	38.1%	47.6%	9.5%	42.9%
HVAC mechanics, technicians or installers	26.8%	22.0%	51.2%	0.0%	48.8%
Building controls systems technicians	25.0%	29.2%	33.3%	12.5%	54.2%
Resource conservation or energy efficiency managers	23.3%	33.3%	26.7%	16.7%	56.7%
Project managers for construction or design work	16.8%	42.1%	36.8%	4.2%	58.9%
Compliance analysts or energy regulation specialists	8.0%	56.0%	36.0%	0.0%	64.0%
Energy auditors or home energy raters	23.8%	42.9%	23.8%	9.5%	66.7%
Building performance or retrofitting specialists	28.6%	38.1%	31.0%	2.4%	66.7%



Highlight statement(s):
 The majority of surveyed employers reported they experience great or some difficulty finding qualified applicants for all six out of the eight occupations.

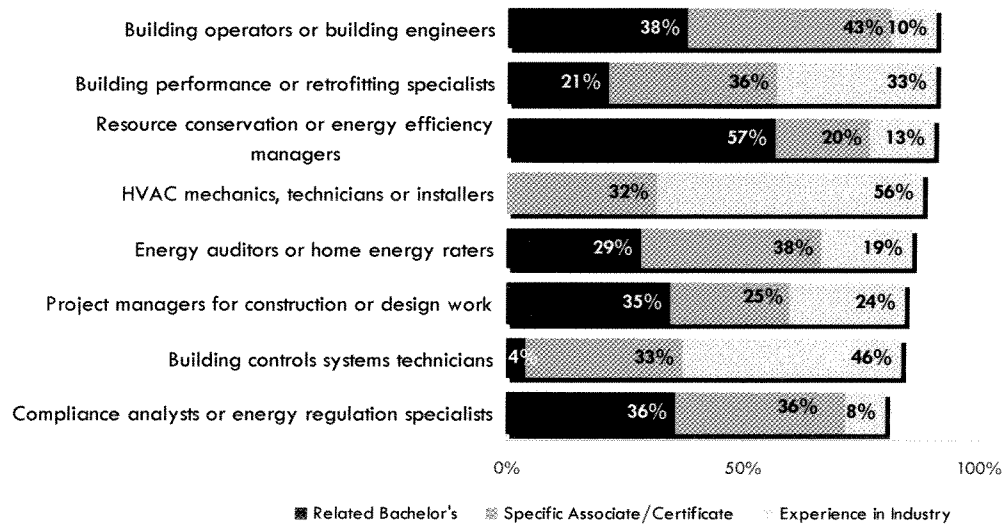
2 out 3 employers experience difficulty finding building performance or retrofitting specialists and energy auditors or home energy raters.

More than one-fourth of employers experience great difficulty finding qualified building performance or retrofitting specialists, HVAC mechanics, technicians or installers, and building controls systems technicians.

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Hiring preference: Applicants with degree or experience

	Related Bachelor's	Specific Associate/Certificate	Experience in Industry	It Depends	DK/NA
Compliance analysts or energy regulation specialists	36.0%	36.0%	8.0%	12.0%	8.0%
Building controls systems technicians	4.2%	33.3%	45.8%	12.5%	4.2%
Project managers for construction or design work	34.7%	25.3%	24.2%	9.5%	6.3%
Energy auditors or home energy raters	28.6%	38.1%	19.0%	9.5%	4.8%
HVAC mechanics, technicians or installers	0.0%	31.7%	56.1%	9.8%	2.4%
Resource conservation or energy efficiency managers	56.7%	20.0%	13.3%	6.7%	3.3%
Building performance or retrofitting specialists	21.4%	35.7%	33.3%	7.1%	2.4%
Building operators or building engineers	38.1%	42.9%	9.5%	4.8%	4.8%



Highlight statement(s):

43% of surveyed employers prefer building operators or retrofitting specialists have an associate degree or program certificate specific to the position.

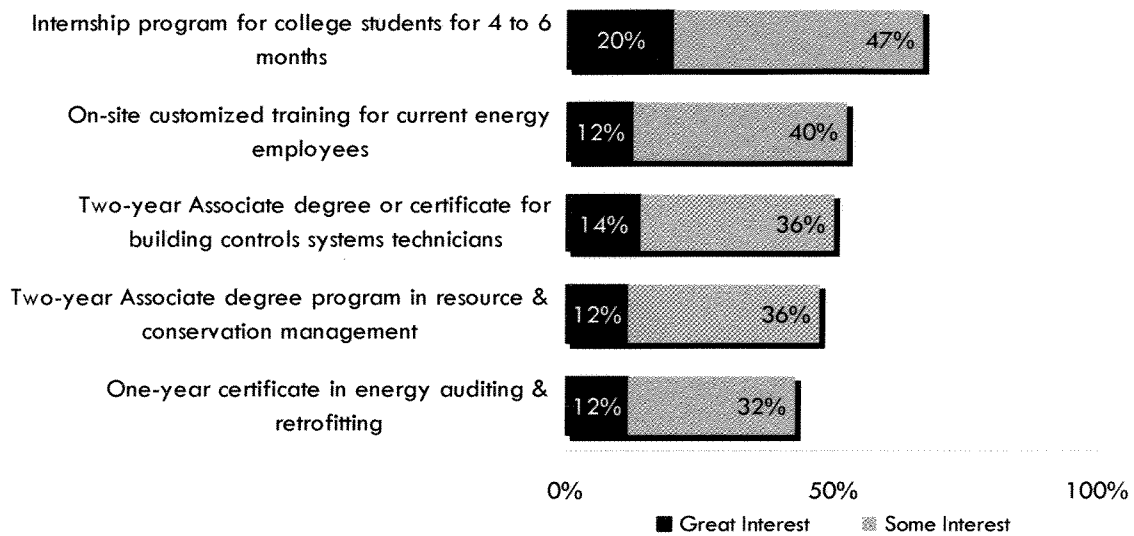
The majority of employers (57%) prefer resource conservation or energy efficiency managers to have a bachelor's degree in a related field, but not necessarily specific to the position.

The majority of surveyed employers surveyed prefer hands on experience in the industry for HVAC mechanics, technicians or installers (56%).

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Interest in Community College program options

	Great Interest	Some Interest	No Interest	DK/NA	Combined Great & Some Interest
One-year certificate in energy auditing & retrofitting	11.5%	31.5%	51.5%	5.4%	43.1%
Two-year Associate degree program in resource & conservation management	11.5%	36.2%	45.4%	6.9%	47.7%
Two-year Associate degree or certificate for building controls systems technicians	13.8%	36.2%	43.8%	6.2%	50.0%
On-site customized training for current energy employees	12.3%	40.0%	42.3%	5.4%	52.3%
Internship program for college students for 4 to 6 months	20.0%	46.9%	26.9%	6.2%	66.9%



Highlight statement(s):
 Two-thirds of employers expressed great or some interest in an internship program for community college students.

One out of two employers were interested in on-site customized training for their current energy employees (52%) and a two-year Associate degree or certificate program for building controls systems technicians (50%).

Degrees, Certificates, Awards, and Courses Related to Energy Efficiency Industry Occupations Offered at Saddleback College

Program offerings at Saddleback College that relate to the training needs of *energy efficient occupations*:

Energy Efficient Occupation	Program Offerings at Saddleback College		
	Sustainability Studies Occupational Skills Award	Environmental Studies Associate Degree Program	Ecological Restoration Certification Program
Project Managers for Construction or Design Work	●	●	●
HVAC Mechanics, Technicians, or Installers	●	●	●
Building Performance or Retrofitting Specialists	●	●	●
Building Control Systems Technician	●	●	●
Compliance Analyst or Energy Regulation Specialists	●	●	●
Resource Conservation or Energy Efficiency Managers	●	●	●
Building Operators or Building Engineers	●	●	●
Energy Auditors or Home Energy Raters	●	●	●

Course offerings at Saddleback College that relate to the training needs of *energy efficient occupations*:

Energy Efficient Occupation	Course Offerings at Saddleback College																		
	CWE 180	Special Topics	Ecol 201	Ecol 202	ENV 1	ENV 6	ENV 18	ENV 19	ENV 23	ENV 24	ENV 25	ENV 30	ENV 40	ENV 105	ENV 106	ENV 120	ENV 123	ENV 200	ENV 202
Project Managers for Construction or Design Work	●	●			●							●		●	●		●		
HVAC Mechanics, Technicians, or Installers	●	●			●							●		●	●		●		
Building Performance or Retrofitting Specialists	●	●			●							●		●	●		●		●
Building Control Systems Technician	●	●			●							●		●	●		●		
Compliance Analyst or Energy Regulation Specialists	●	●			●							●	●	●	●		●		
Resource Conservation or Energy Efficiency Managers	●	●			●							●		●	●		●		●
Building Operators or Building Engineers	●	●			●							●		●	●		●		
Energy Auditors or Home Energy Raters	●	●			●							●		●	●		●		●