

Your community. Your college.

Environmental Scan Summary

2006-07

Office of Academic Affairs

The Office of Institutional Research

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Environmental Scanning Highlights

- As economic costs continue to rise community college students on average spend \$2,272 annual on tuition, while the average public four-year college tuition is \$5,836.
- The Eller College of Management at the University of Arizona has forecast that Arizona's overall economy remains strong, but to expect below trend growth in 2007-2008. The unemployment rate is expected to rise in 2007.
- Yavapai College has programs in place or development for seven of the 12 highest paying occupations in the region.
- YC offers programs or coursework directly related to 21 of the 30 fastest growing occupations in Arizona.
- YC Program areas in the fastest growing occupations include: Registered Nurses, Police and Sheriff Officers, Paralegals, Automotive Service Mechanics, Allied Health, Medical Transcription, Nursing Aides, Emergency Medical Technicians, Preschool Teachers, and Mining (industrial equipment, diesel engines).
- The Yavapai College Library is working with the Prescott Valley Public Library to develop an "Academic Library Suite." It will include computers, media viewing rooms, and a reserve collection.
- Yavapai College received a Department of Labor grant for 1.4 million dollars over three years to develop allied health programs to meet area workforce demand.
- Community Education (non-credit) In an attempt to open more doors of access
 to the College, in 2006-07 the Division developed and offered a wide array of
 non-credit community education courses. In its first year, the Community
 Education program has sold 1,517 seats. Thirty-eight percent of the people
 taking advantage of the Community Education offerings were enrolling at the
 college for the first time.
- Yavapai County's rapid growth is expected to continue over the next five years.
 Current population estimates show Yavapai County as the home of 207,648 persons in 2006, and this figure is projected to grow 14% over the next five years.
- Population projections for the next five years continue to suggest a viable market for recruiting traditional age students in east and west Yavapai County.
 However, the 15 to 19 age group is forecasted to decline by 3% countywide by 2011.

Environmental Scan Summary Yavapai College 2006-2007

National Outlook

Today 46% of all undergraduates attend one of the more than 1,200 community colleges that exist in the United States. As economic costs continue to rise community college students on average spend \$2,272 annual on tuition, while the average public four-year college tuition is \$5,836. Community colleges continue to be at the forefront of cost-effective and rapid training of the U.S. workforce. Nationally almost 7 million students are enrolled in credit courses, and annually 550,000 Associate Degrees and 270,000 Certificates are awarded by community colleges¹.

Arizona Outlook

Once again, immigration was a dominate theme in this year's legislative session. Proposition 300 went into law, which now requires all state universities and community colleges to confirm student's residency status. At one point the community college budget was held up until all colleges could prove that they had measures beyond "self declaration" in place for establishing a student's legal residency. The first reports to the state showed that almost 5,000 people were denied in-state tuition, financial aid and adult education classes as a result of the new state law². Not captured in the state report is how many students did not even pursue higher education in Arizona due to proposition 300.

Other important issues to come up in the 2007 legislative session dealt with reintroducing a state community college board and dual enrollment. Legislation was introduced to reinstate the community college board that was terminated in 2003; however, no agreement was reached this session. It is expected that this issue will be addressed again during next year's session. On the topic of dual enrollment, a legislative committee recommended a 50% reduction in state funding for dual enrollment offerings. Community colleges lobbied against this recommendation and came to an agreement that results in no reduction in state funding for dual enrollment classes, but colleges are now required to submit new reports focusing on the cost of offering dual enrollment³.

The Eller College of Management at the University of Arizona has forecast that Arizona's overall economy remains strong, but to expect below trend growth in 2007-2008⁴. Highlights from the report include:

- A major correction in housing is underway.
- Slowdown is now visible in consumer purchases.
- Consumer confidence is high, while business leader confidence is down.
- Over the past 24 years the U.S. has experienced 18 years of growth for every year of decline – probability of a recession is low.
- Energy costs on an upward trend again.
- Unemployment rate is expected to rise in 2007.

Yavapai County Outlook

Yavapai County and its major cities and towns are expected to continue to grow rapidly in the next five-years. Current forecasts show Yavapai County growing 14% over the next half decade⁵. The fastest and highest growth category is in the age group of 25 to 39 years of age. This age group is predicted to grow by 32% over the next five-years from 32,613 to 42,975. Another growth area continues to be older individuals who relocate to the area.

Major industries in the county continue to be retail trade, services, and public administration. Best paying industries include: finance, insurance and real estate, public administration, and manufacturing⁶. While manufacturing is one of the best paying sectors, it's relatively small. The college's efforts to strengthen the current manufacturing base and encouraging new clean manufacturing businesses will benefit and strengthen the regional economy.

Occupational Outlook

The occupational outlook uses data from the Arizona Department of Economic Security (DES) and focuses on trends in the highest paying and fastest paying occupations in Arizona. For this report only occupations that require postsecondary training up through Associates Degrees are included. Additionally, only occupations with job growth of 199 or more jobs are included.

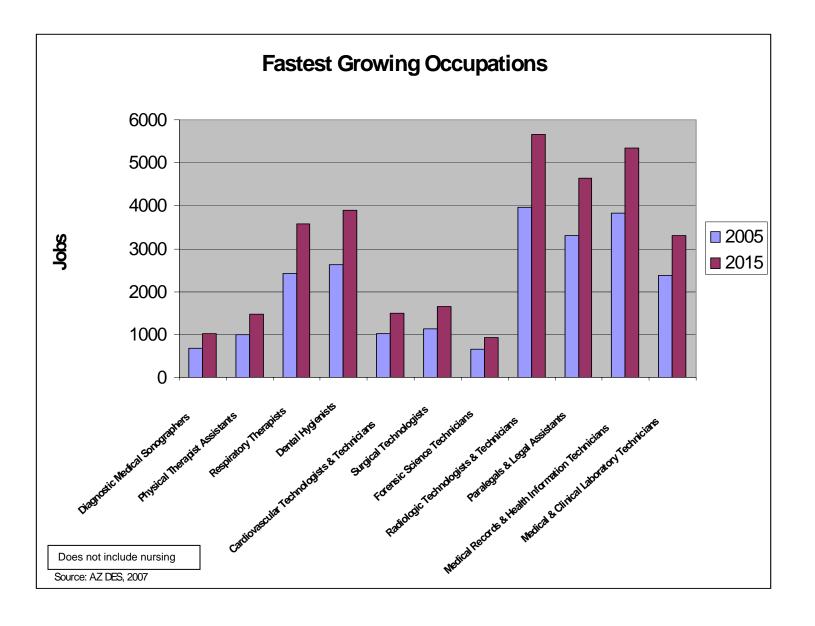
Highest Paying Occupations - Arizona

Occupation Title		2005 Jobs	2015 Jobs
Dental Hygienists	\$71,453.00	2636	3889
Diagnostic Medical Sonographers	\$61,728.00	671	1023
Registered Nurses	\$56,277.00	33936	50300
Commercial Pilots	\$51,035.00	1012	1280
Aircraft Mechanics & Service Technicians	\$48,785.00	2856	3357
Electrical & Electronics Repairers,	\$47,801.00	1202	1519
Forensic Science Technicians	\$47,706.00	648	935
Computer Specialists, All Other	\$46,148.00	1183	1460
Radiologic Technologists & Technicians	\$45,256.00	3964	5668
Paralegals & Legal Assistants	\$44,610.00	3312	4635
Electrical & Electronic Engineering	\$44,519.00	5801	6494
Computer Support Specialists	\$43,768.00	12196	15432

Source: AZ DES, 2007

Note: occupations limited to those requiring a postsecondary vocational or Associates Degree

- Yavapai College has programs in place or in development for seven of the 12 highest paying occupations in the region.
- Radiologic Technician and Diagnostic Sonographer are set to come on line fall 2008.
- Other high paying occupations (those above the Yavapai County median income figure of \$37,000) include: Registered Nurse, Police and Sheriff Officers, Paralegals, Computer Specialists, Automotive Service Mechanics, and Architectural drafters. Please see the appendix for a complete listing of high paying occupations.



- Registered Nurse positions are forecast to grow from 33,936 in 2005 to 50,300 in 2015. Registered Nurses are not only one of the fastest growing occupations, but also high paying with an average salary of \$56,277.
- Yavapai College offers programs or coursework directly related to 21 of the 30 fastest growing occupations. Please see the appendix for a listing of the fastest growing occupations in Arizona.
- YC Programs in the fastest growing occupations include: Registered Nurses, Police and Sheriff Officers, Paralegals, Automotive Service Mechanics, Allied Health, Medical Transcription, Nursing Aides, Emergency Medical Technicians, Preschool Teachers, and Mining (industrial equipment, diesel engines).

Yavapai College Scanning

Yavapai College and Prescott Valley Partnership

Yavapai College and the Town of Prescott Valley have entered into an exciting partnership to buy space in the new Prescott Valley Public Library to be located in the Town's Civic Center. The project is expected to break ground in January 2008. Yavapai College staff and Prescott Valley Town staff have worked closely together with the architectural firm of Richard & Bauer, LLC, to plan a state of the art library facility which embraces the local landscape and unique features of Prescott Valley. The College will offer a full compliment of classes in the new Library, and is planning to add an Internet Cafe for students to work and lounge. The new library space will provide Prescott Valley the opportunity to increase its enrollment, as the existing structure is completely out of space running classes days, evenings and weekends. This also provides a wonderful opportunity for the Town of Prescott Valley and Yavapai College to work closely together on other interesting instructional projects.

For example, this project includes developing an "Academic Library Suite." The Academic Library Suite will provide a special "library within a library" for students to receive academic reference support relevant to their coursework. It will include computers, media viewing rooms, and a reserve collection. Space will also be made available within the Prescott Valley Public Library for a core academic reference collection. YC librarians are currently planning scenarios for virtual as well as in-person academic reference delivery.

The Prescott Valley Public Library/Yavapai College Library has received an LSTA (Library Services and Technology Act) grant for \$57,300 from the Arizona State Library. The grant will help fund the PALS (Public/Academic Library Services) Training Lab, to be located within the new Prescott Valley Public Library. Both libraries will use this computer-equipped lab for workshops and classes that support information literacy and lifelong learning.

Yavapai College and Career/Technical Education:

Yavapai College opens its new Career and Technical Education Center (CTEC) fall 2007. CTEC is located on eight acres near the Prescott airport. Existing occupational programs moving to CTEC include Automotive Technology, Gunsmithing, and Welding. New program areas include Motorcycle Repair and Mining Technology. The Mining Technology program is a new partnership with Phelps Dodge.

Allied Health:

Allied health programs addressing the workforce demand are well underway. Yavapai College received a Department of Labor grant for 1.4 million dollars over three years to develop allied health programs. Current programs include Medical Assistant and Phlebotomy. Pharmacy Technician (spring 2008) and Radiological Technician (fall

2008) are additional health care programs that are currently being developed. At the same time discussions with Northern Arizona University College of Health and Human Services are going on to discuss possible additional Allied Health programs.

Lifelong Learning:

To address the areas large and growing population of adult learners the college has created a Division of Lifelong Learning. In 2006-07, Lifelong Learning served 6,461 adult students in the following programs and instructional methods:

Osher Lifelong Learning Programs – The program received an Osher Foundation million dollar endowment after its third year of participation in the foundation's National Network.

Edventures – This program is offered for local Arizona residents utilizing a similar experiential / field experience model of learning as Elderhostel (350 adult students served).

Elderhostel –The program utilizes an experiential model of learning with field visits and exploration accompanied by a trained staff member.

New Areas

Community Education (non-credit) – In an attempt to open more doors of access to the College, in 2006-07 the Division developed and offered a wide array of non-credit community education courses. In its first year, the Community Education program has sold 1,517 seats. *Thirty-eight percent of the people taking advantage of the Community Education offerings were enrolling at the college for the first time.*

The Advanced Leadership Collaborative is a program that will allow the vast talent within the mature population of Yavapai County to be utilized for the good of the community. A community advisory board has been meeting monthly to define the scope and focus of this project resulting in the following vision statement:

"The Advanced Leadership Collaborative will be a laboratory and national model for promoting and connecting the knowledge and skills of the growing mature population to the community in order to maximize its contributions to that community."

Custom Training Solutions:

The Custom Training Solutions Department continues to focus on its goal of becoming the primary local provider of quality training solutions to companies and organizations within Yavapai County. The CTS staff is currently working with a number of local companies to determine their training needs, to develop and deliver customized training courses to meet those needs, and to assist in offsetting the costs of training through acquisition of Arizona Department of Commerce training grants. A recent example is a

\$400,000 ADOC grant the CTS staff was instrumental in acquiring for M and I Windows of Prescott Valley.

During the past year, the college has been heavily involved in development of the SLIM (Specialty and Light Manufacturing Association), the manufacturer's association of the Yavapai Region. A Board of Directors has been formed to guide development of the Association, and regular meetings of the Board and the Association itself have been held. A recent survey conducted by the Board has indicated specific training needs of manufacturers within the Yavapai Region, and the college is working with the Association on a plan to address those needs.

Family Enrichment Center:

The Yavapai College Foundation has raised more than \$2 million for the Del E. Webb Family Enrichment Center (FEC) on the Prescott campus. The FEC will serve as a first-class, state-of-the-art learning laboratory for Yavapai College students following the early childhood education career track.

The FEC serves the children of Yavapai College students, staff and faculty, and community members. Degree or certificate seeking students who are enrolled in six or more credit hours receive enrollment priority.

The Center Will:

- Begin serving children ages one through five beginning fall 2007. The infant room is scheduled to open January 2008.
- Operate on a year-round basis, Monday through Friday 7:45 a.m. 5 p.m.
- Offer full- and part-time scheduling options.
- Provide a nurturing and stimulating learning environment.
- Be staffed by caring, skilled and professional teachers.
- Charges fees on a monthly basis
- Serves as a lab school for early childhood education students.

Geo-Demographic Trends

Yavapai County Population by Location Areas and Selected Age Groups

Age Groups		15-19	20-24		25-39		40-49		50-64		All Ages	
	2006	2011	2006	2011	2006	2011	2006	2011	2006	2011	2006	2011
County Pop.	13,086	12,671 (-3%)	12,896	14,453 (12%)	32,613	42,975 (32%)	26,201	25,299 (-3%)	44,415	50,585 (14%)	207,648	237,049 (14%)

East County	15-19		20-24		25-39		40-49		50-64		All Ages	
	2006	2011	2006	2011	2006	2011			2006	2011	2006	2011
Verde ¹	2,209	2,145 (-3%)	1,862	2,091 (12%)	5,474	7,177 (31%)	4,187	4,078 (-3%)	6,340	7,197 (14%)	33,206	37,944 (14%)
Camp Verde ²	995	951 (-4%)	850	961 (13%)	2,438	3,205 (31%)	1,811	1,745 (-4%)	3,113	3,521 (13%)	14,796	16,883 (14%)
Sedona	641	623 (-3%)	581	652 (12%)	1,933	2,549 (32%)	2,052	1,989 (-3%)	4,055	4,629 (14%)	14,948	17,061 (14%)
East Total	3,845	3,719 (-3%)	3,293	3,704 (12%)	9,845	12,931 (31%)	8,050	7,812 (-3%)	13,508	15,347 (14%)	62,950	71,888 (14%)
West County	15-19		20-24		25-39		40-49		50-64		All Ages	
	2006	2011	2006	2011	2006	2011			2006	2011	2006	2011
Prescott	3,801	3,700 (3%)	4,806	5,392 (12%)	7,939	10,507 (32%)	7,354	7,080 (-4%)	14,133	16,146 (14%)	60,875	69,442 (14%)
Prescott Valley	2,693	2,580 (-4%)	2,828	3,151 (11%)	8,389	11,042 (32%)	5,114	4,896 (-4%)	6,815	7,680 (13%)	41,237	47,109 (14%)
Chino Valley ³	1,397	1,357 (-3%)	979	1,101 (13%)	3,258	4,319 (33%)	2,774	2,692 (-3%)	3,935	4,490 (14%)	18,787	21,451 (14%)
69 Corridor ⁴	739	713 (-4%)	467	521 (12%)	1,644	2,162 (32%)	1,478	1,418 (-4%)	3,244	3,729 (15%)	13,027	14,851 (14%)
Blk Canyon/Crown King	133	126 (-5%)	115	129 (12%)	417	552 (33%)	421	400 (-5%)	711	811 (14%)	2,770	3,153 (14%)
Congress ⁵	263	259 (-2%)	247	276 (12%)	684	893 (31%)	616	601 (-2%)	1,340	1,544 (15%)	5,138	5,869 (14%)
Ash Fork/Seligman	187	190 (2%)	145	164 (13%)	361	470 (30%)	328	336 (2%)	599	690 (15%)	2,402	2,760 (15%)
West Total	9,213	8,925 (-3%)	9,587	10,734 (12%)	22,692	29,945 (32%)	18,085	17,423 (-4%)	30,777	35,090 (14%)	144,236	164,635 (14%)

Source: CCBenefits, Community College Strategic Planner, 10/9/2006

Notes: CCBenefits sub-county data uses zip code information to group areas.

¹Clarkdale, Cottonwood, Cornville, Jerome; ²Camp Verde, Rimrock, Lake Montezuma; ³Chino, Paulden; ⁴Dewey, Humboldt, Mayer; ⁵Congress, Yarnell, Bagdad, Iron Springs, Kirkland.

- Yavapai County's rapid growth is expected to continue over the next five years.
 Current population estimates show Yavapai County as the home of 207,648 persons in 2006, and this figure is projected to grow 14% over the next five years.
- Hispanics are the fastest growing population sector and are projected to grow 22% over the next five years and represent 12% of the county's population. The Hispanic population is also considerably younger (median age 26) than the county median average of 46 years of age.
- Population projections for the next five years continue to suggest a viable market for recruiting traditional age students in east and west Yavapai County. However, the 15 to 19 age group is forecasted to decline by 3% countywide by 2011. More investigation is needed in this area to assess the potential impact on college enrollment.
- Past surveys of traditional age students 18-24 show that parents have the strongest influence on students' higher education decisions. Therefore, in addition to marketing to high school students, their parents should also be courted.
- The largest and fastest market growth is occurring in the age range between 25 and 39. Because the majority of this group is already in the workforce the college will have to ensure offerings that meet people's busy lives. On-line, evening and weekend courses will be more important and in demand than ever. Additionally, the predicted rising unemployment rate suggests that many of these students may return to higher education to update and learn new workforce skills if an economic downturn occurs.

¹American Association of Community Colleges (2006). Community College Fact Sheet.

²Wingett, Yvonne and Benson, Matthew (2007). Migrant Law Blocks Benefits: Prop. 300 Denying College Aid, Child Care. Arizona Republic August 2, 2007.

³Barnes (2007). End of Session Report 2007.

⁴Vest, Marshall, Portney, R., Paul, Swanson, Gerald (2006). Economic Outlook: 2007/2008: UA's 26th Annual Forecast Luncheon Presentation. Eller College of Business and Public Administration, University of Arizona.

⁵CCBenefits, Community College Strategic Planner, (2007): Population Estimates 2006 and 2011.

⁶Profile: Yavapai County, Arizona: 2006. Arizona Department of Commerce.

Appendix

Highest Paying Occupations - Arizona

Highest Paying Occupations - Arizona										
Occupation Title	2005	2015	Change	% Change	Average Annual \$	Education Level				
Dental Hygienists	2636	3889	1253	47.53%		Associate degree				
Diagnostic Medical Sonographers	671	1023	352	52.46%	. ,	Associate degree				
Registered Nurses	33936	50300	16364	48.22%	\$56,277.00	Associate degree				
Commercial Pilots	1012	1280	268	26.48%	\$51,035.00	Postsecondary vocational training				
Aircraft Mechanics & Service Technicians	2856	3357	501	17.54%	\$48,785.00	Postsecondary vocational training				
Industrial Equipment	1202	1519	317	26.37%	\$47,801.00	Postsecondary vocational training				
Forensic Science Technicians	648	935	287	44.29%	\$47,706.00	Associate degree				
Computer Specialists, All Other	1183	1460	277	23.42%	\$46,148.00	Associate degree				
Radiologic Technologists & Technicians	3964	5668	1704	42.99%	\$45,256.00	Associate degree				
Paralegals & Legal Assistants	3312	4635	1323	39.95%	\$44,610.00	Associate degree				
Electrical & Electronic Engineering Technicians	5801	6494	693	11.95%	\$44,519.00	Associate degree				
Computer Support Specialists	12196	15432	3236	26.53%	\$43,768.00	Associate degree				
Appraisers & Assessors of Real Estate	4184	4993	809	19.34%	\$42,847.00	Postsecondary vocational training				
Mechanical Drafters	1586	1877	291	18.35%		Postsecondary vocational training				
Mechanical Engineering Technicians	1205	1564	359	29.79%	\$41,865.00	Associate degree				
Civil Engineering Technicians	1974	2474	500	25.33%	\$41,860.00	Associate degree				
Respiratory Therapists	2413	3585	1172	48.57%	\$41,281.00	Associate degree				
Architectural & Civil Drafters	2371	2731	360	15.18%	\$41,148.00	Postsecondary vocational training				
Mobile Heavy Equipment Mechanics, Except Engines	2910	3630	720	24.74%		Postsecondary vocational training				
Cardiovascular Technologists & Technicians	1008	1484	476	47.22%	\$39,925.00	Associate degree				
Surgical Technologists	1128	1660	532	47.16%		Postsecondary vocational training				
Interior Designers	2151	2573	422	19.62%		Associate degree				
Other	1010	1402	392	38.81%		Postsecondary vocational training				
Repairers	3024	3379	355	11.74%		Postsecondary vocational training				
Licensed Practical & Licensed Vocational Nurses	9297		2597	27.93%		Postsecondary vocational training				
Automotive Service Technicians & Mechanics	17011	21195	4184	24.60%		Postsecondary vocational training				
Legal Secretaries	4236	5400	1164	27.48%		Postsecondary vocational training				
Security & Fire Alarm Systems Installers	2206	2950	744	33.73%		Postsecondary vocational training				
Bus & Truck Mechanics & Diesel Engine Specialists	4206	5263	1057	25.13%		Postsecondary vocational training				
Physical Therapist Assistants	991	1473	482	48.64%		Associate degree				
Massage Therapists	2351	2860	509	21.65%	. ,	Postsecondary vocational training				
Medical Transcriptionists	1909	2641	732	38.34%		Postsecondary vocational training				
Medical Secretaries	5100	6264	1164	22.82%	· · · · · · · · · · · · · · · · · · ·	Postsecondary vocational training				
Medical & Clinical Laboratory Technicians	2368	3296	928	39.19%		Associate degree				
Fitness Trainers & Aerobics Instructors	3724	4904	1180	31.69%		Postsecondary vocational training				
Medical Records & Health Information Technicians	3825	5338	1513	39.56%		Associate degree				
Travel Agents	2209	2639	430	19.47%	· ,	Postsecondary vocational training				
Library Technicians	1957	2528	571	29.18%		Postsecondary vocational training				
Veterinary Technologists & Technicians	1672	2247	575	34.39%		Associate degree				
Emergency Medical Technicians & Paramedics	2705	3682	977	36.12%		Postsecondary vocational training				
& Repairers	2175	2407	232	10.67%		Postsecondary vocational training				
Slot Key Persons	2112	2594	482	22.82%		Postsecondary vocational training				
Hairdressers, Hairstylists, & Cosmetologists	8562	9932	1370	16.00%		Postsecondary vocational training				
Nursing Aides, Orderlies, & Attendants		27909	7720	38.24%		Postsecondary vocational training				
Preschool Teachers, Except Special Education	6370		2294	36.01%		Postsecondary vocational training				
1 103011001 10a011613, Except opecial Education	0370	0004	2294	30.0176	ΨΖ1,177.00	1 030000 Idary vocational training				

Source: AZ DES, 2007

Note: limited to occupations with change in jobs

greater than 199

Fastest Growing Occupations - Arizona

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Diagnostic Medical Sonographers	671	1023	352	52.46%		Associate degree		
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Source: AZ DES, 2007

Note: limited to occupations with change in jobs

greater than 199