



# REGIONAL NEEDS ASSESSMENT

Prepared for Woodland Community  
College (Woodland)

May 2025

In the following report, Hanover assesses labor market demand and demographic indicators in Woodland's service region, with a focus on these trends' implications for educational program needs.



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# EXECUTIVE SUMMARY

# EXECUTIVE SUMMARY

## RECOMMENDATIONS

*Based on an analysis of demographics, degree completion trends, and labor market indicators, Hanover recommends that Woodland Community College:*

### EXPLORE EXPANSION IN HEALTHCARE AND OTHER FIELDS THAT ALIGN WITH HIGH-GROWTH OCCUPATIONS

Labor market data show that healthcare is the largest industry in Woodland's service region, representing 13.5 percent of regional employment. The region will experience small labor shortfalls for several healthcare positions, such as practical nurses and respiratory therapists, and others including physical therapist assistants and occupational therapy assistants are projected to experience high growth rates. Woodland should explore options for expansion in areas of healthcare that complement its current offerings and abilities and conduct further research to evaluate the potential student and labor demand for these fields. Other potential areas for expansion based on labor demand are technician/repair positions, and teaching credentials.

### CONSIDER OFFERING HIGH-ENROLLMENT COURSES IN SPANISH, PARTICULARLY AT THE WOODLAND CAMPUS

Demographics data in Woodland's service region shows that 14.1 percent of the population is not fluent in English, while approximately 33.7 percent speak Spanish at home. Additionally, census data show that more than one-third of these Spanish-speaking residents speak English less than very well, and Spanish-speaking residents are concentrated in Yolo and Colusa Counties. Put together, these data suggest that Woodland should focus English as a second language (ESL) and Spanish-language offerings and support services at the Woodland campus, and possibly the Colusa County campus to serve this population. To market these offerings, consider designing advertisements in Spanish to attract this audience.

## KEY FINDINGS

**Demographics data and projections in Woodland's service region show that the area is home to 119,288 residents, and the regional population is young with 24.9 percent under the age of 18.** Residents of Woodland's service region are roughly evenly split by gender. Unemployment in the region is slightly higher than the state and national averages while median household income is significantly lower at \$76,481 compared to the California statewide median of \$96,334.

**According to census data, 14.1 percent of the population in Woodland's service region is not fluent in English, and Spanish is the second-most spoken language with 33.7 percent of residents speaking it at home.** Spanish speakers are concentrated in Colusa and Yolo Counties, and Spanish language skills are commonly requested by potential employers.

**High school graduates and those with some college, no degree are the two largest education groups in Woodland's service region, representing 25.8 and 23.6 percent of the population, respectively.** The proportion of the population with some college experience but no degree is the highest in Yolo and Lake Counties, particularly in Brooks, Rumsey, and Middletown. Put together, these groups represent approximately 29,676 residents of the service region between the ages of 24 and 64. This could serve as a potential target audience for Woodland Community College, particularly for degree completion programs.

**Healthcare, agriculture, and transportation/warehousing are the largest industries in Woodland's service region, and high growth is projected for several medical and technician occupations.** Positions in transportation and education, such as *Heavy and Tractor-Trailer Truck Drivers* and *Teaching Assistants* are projected to produce the most job openings through 2034 among occupations requiring some college, an undergraduate certificate, or an associate's degree. However, *Wind Turbine Service Technicians* and healthcare-related occupations such as *Physical Therapist Assistants* or *Occupational Therapy Assistants* will grow at the fastest rates among these occupations in the region.

# METHODOLOGY AND RESEARCH QUESTIONS

## METHODOLOGY

Woodland Community College has asked Hanover to conduct a Regional Needs Assessment to help it better understand student and labor needs in its region and to reposition itself accordingly to best meet these needs. Woodland is interested in aligning its program offerings with labor market needs and demographic trends in the counties it serves. The findings of this study can help Woodland optimize its academic portfolio, identify new enrollment opportunities, and consider how to enhance its marketing efforts to attract more students.

This Regional Needs Assessment analyzes census data and labor market trends and projections to identify the programmatic needs of the service region. Hanover evaluated data at the ZCTA level for the zip codes across three counties in Woodland's service region, and at the county level where data was unavailable at ZCTA-level resolution. Demographic data for the region and its component counties are based on the [U.S. Census Bureau's American Community Survey \(ACS\)](#). For occupational projections, industry composition, and real-time job postings intelligence analysis, Hanover retrieved data from [JobsEQ](#), a proprietary database providing aggregated economic and demographic data, custom economic projections, and real-time job postings aggregated from thousands of websites. Hanover analyzed job postings from employers in Woodland's region for the twelve-month period ending in May 2025.

## GEOGRAPHY

Data in this report is based on Woodland's service region, covering 21 zip codes across Colusa, Lake, and Yolo counties (see map on the right). Where relevant, data for individual zip codes is compared for relevance to Woodlands' three campuses in Woodland, Colusa County, and Lake County.

## RESEARCH QUESTIONS

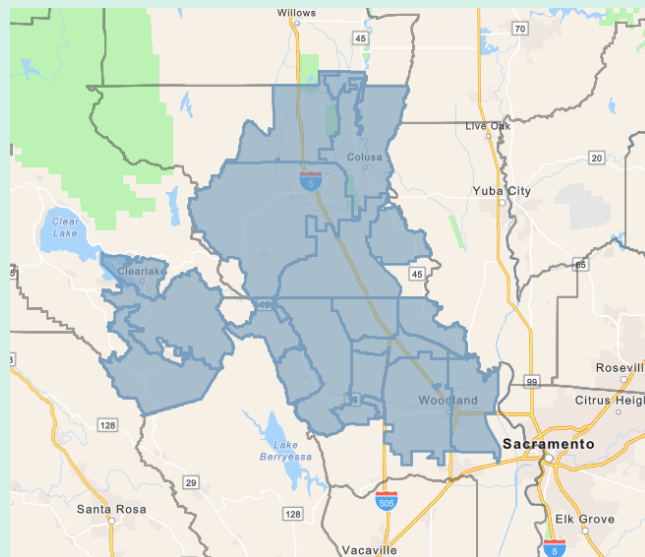
What are the demographic trends in the service region?

What does the distribution of demographic variables look like across the county (zip code level where possible)?

What local occupations will require an increased workforce over the next several years in the service region?

What the top employers in these industries/for these occupations and where are they located

## WOODLAND'S SERVICE REGION





# DEMOGRAPHIC TRENDS AND PROJECTIONS

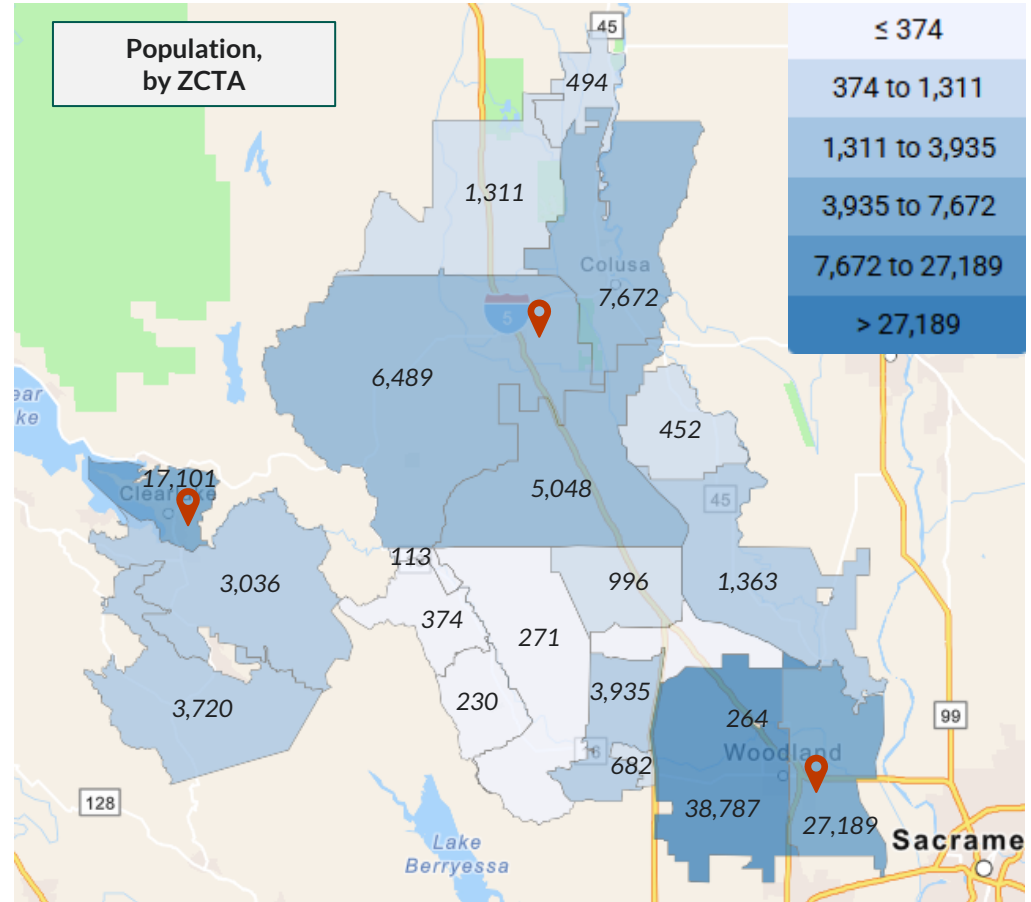
Demographic projections and trends in Woodland's service region by ZCTA

# POPULATION

Census data indicates that there are approximately 119,288 inhabitants of Woodland’s service region, and that residents are concentrated in the two zip codes in Woodland and one in Clear Lake, making up 55.3 and 14.3 percent of the regional population, respectively. The western parts of Yolo County are sparsely populated, and Woodland’s three locations are well-positioned to serve the largest areas of population in the region.

## TOP POPULATION CENTERS

Location	ZCTA	Population
Woodland	95695	38,787
Woodland	95776	27,189
Clearlake	95422	17,101
Colusa	95932	7,672
Williams	95987	6,489
<b>Overall Region Total</b>	--	<b>119,288</b>
<b>California Total</b>	--	<b>39,242,785</b>



Source: American Community Survey ([JobsEQ](#))

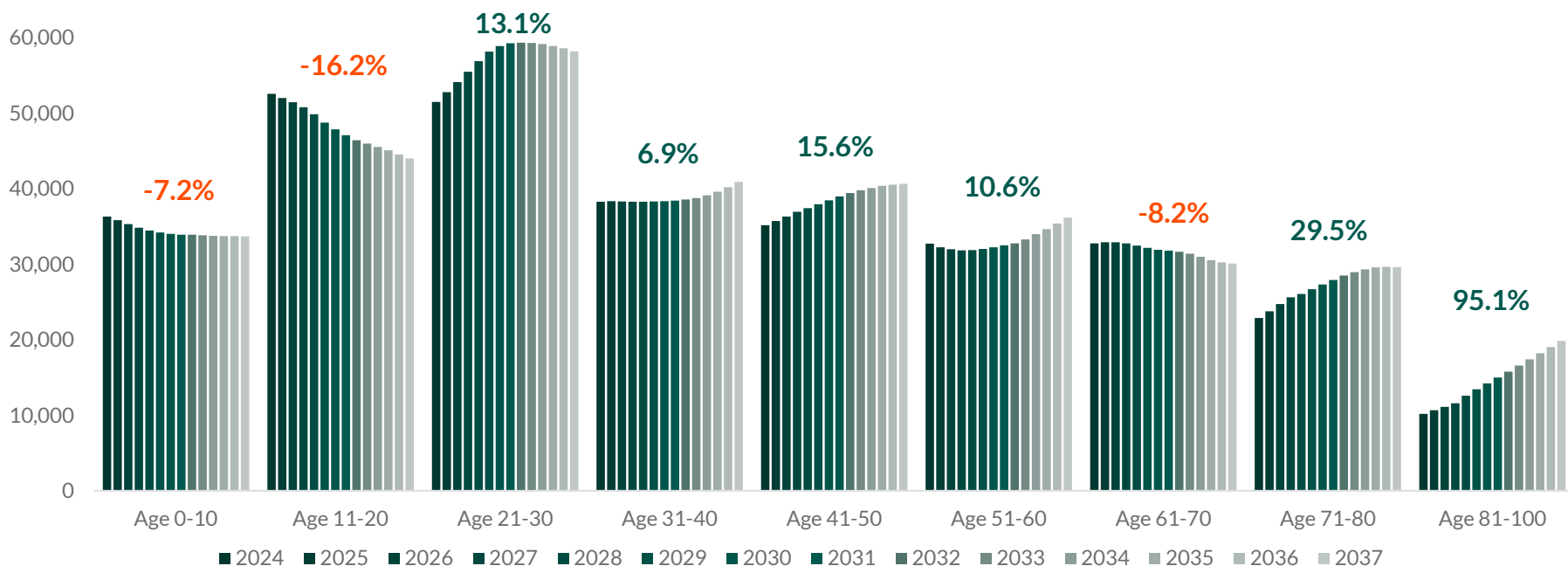
\*Note: JobsEQ has a minimum resolution at the ZCTA (Zip Code) level. As such, ZCTAs that cross county lines (95970 and 95645) are displayed as the whole ZCTA on maps, rather than just the parts limited to Colusa County.



# WOODLAND SERVICE REGION POPULATION PROJECTIONS

The population of the counties comprising Woodland’s service region is projected to grow by 6.7 percent from 2024 through 2037. The fastest growth is among residents aged 81-100 (95.1 percent increase) and 71-80 (29.5 percent increase), which suggests that health care and allied health occupations are likely to grow as the regional population ages and requires additional healthcare services. Notably, the population of the youngest residents is projected to decrease during this fourteen-year period. Projections show a drop of 16.2 percent in 11–20-year-olds and 7.2 percent in 0-10-year-olds. However, significant growth is projected among populations between 21 and 60, which likely make up a significant portion of the market for associate’s degrees and community college courses. In particular, the population of 21-30-year-olds will grow by 13.1 percent and 31-40-year-olds by 6.9 percent.

POPULATION PROJECTIONS FOR THE COUNTIES OF WOODLAND’S SERVICE REGION, BY AGE COHORT 2024-2037



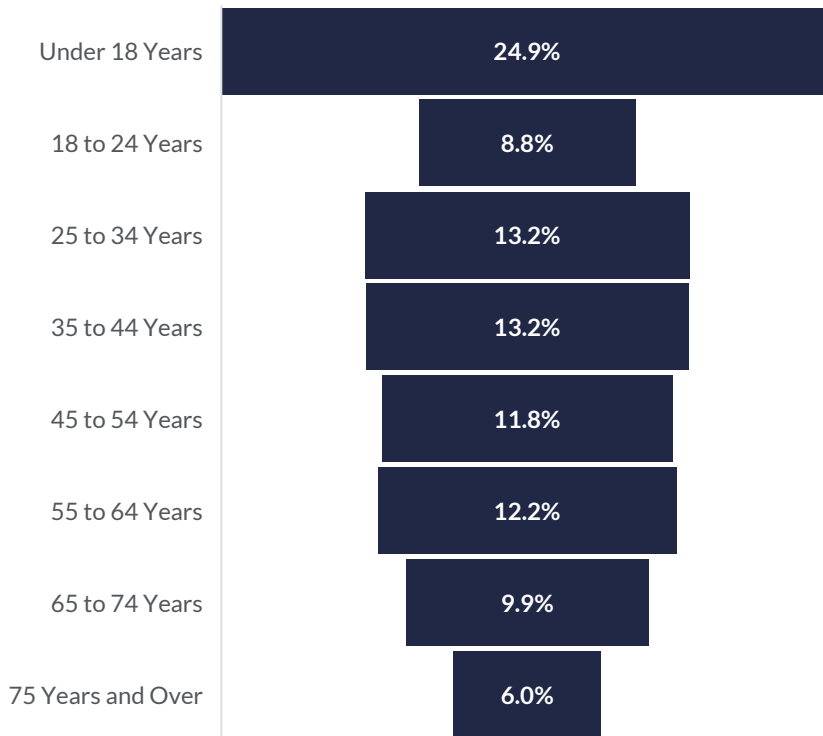
Source: [JobsEQ](#)

Note: Population projections data is not available at the ZCTA/sub-county level, so population projections were used for the entirety of Colusa, Lake, and Yolo Counties.

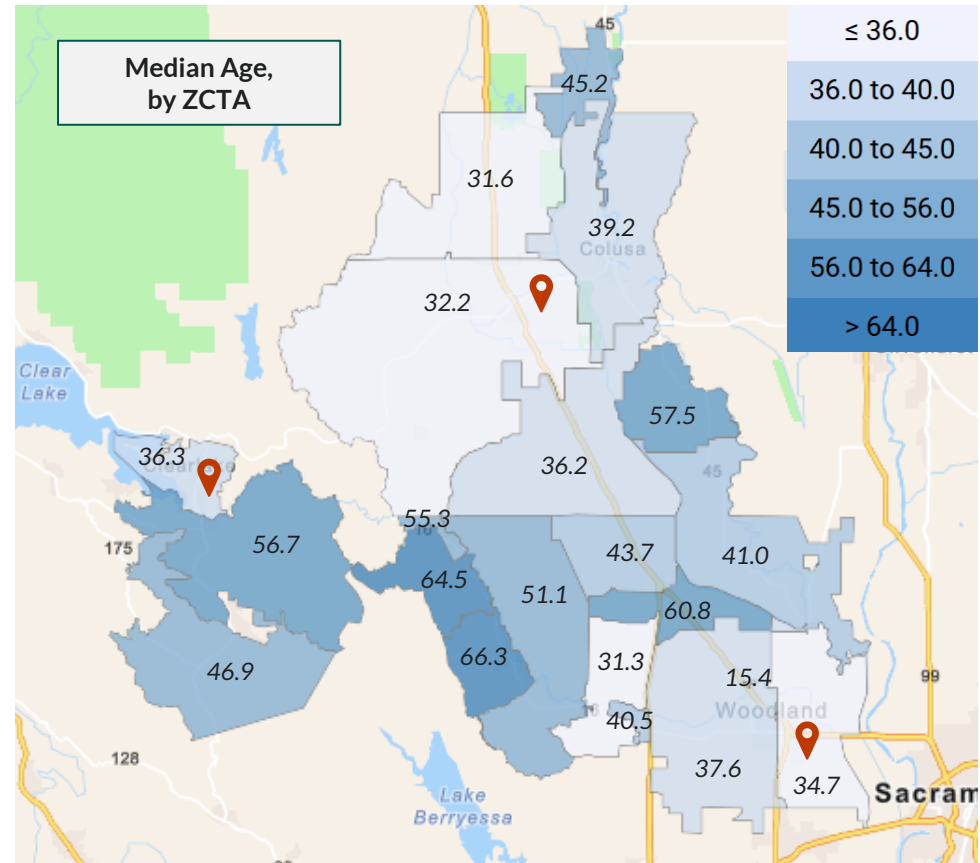
# AGE

Census data shows that the median age in Woodland's service region is 37.4, with a population breakdown skewing towards the younger age groups. 24.9 percent of the population in Woodland's service region is under 18, and an additional 35.2 percent are between 18 and 44 years old. Among the examined areas, Williams, home to the Colusa County campus, has the lowest median age at 31.6, and both zip codes representing Woodland also have relatively low median ages, while the populations in Western Yolo County, Middletown, and Lower Lake are significantly older.

Age Demographics,  
Woodland Service Region



Source: American Community Survey ([JobsEQ](#))

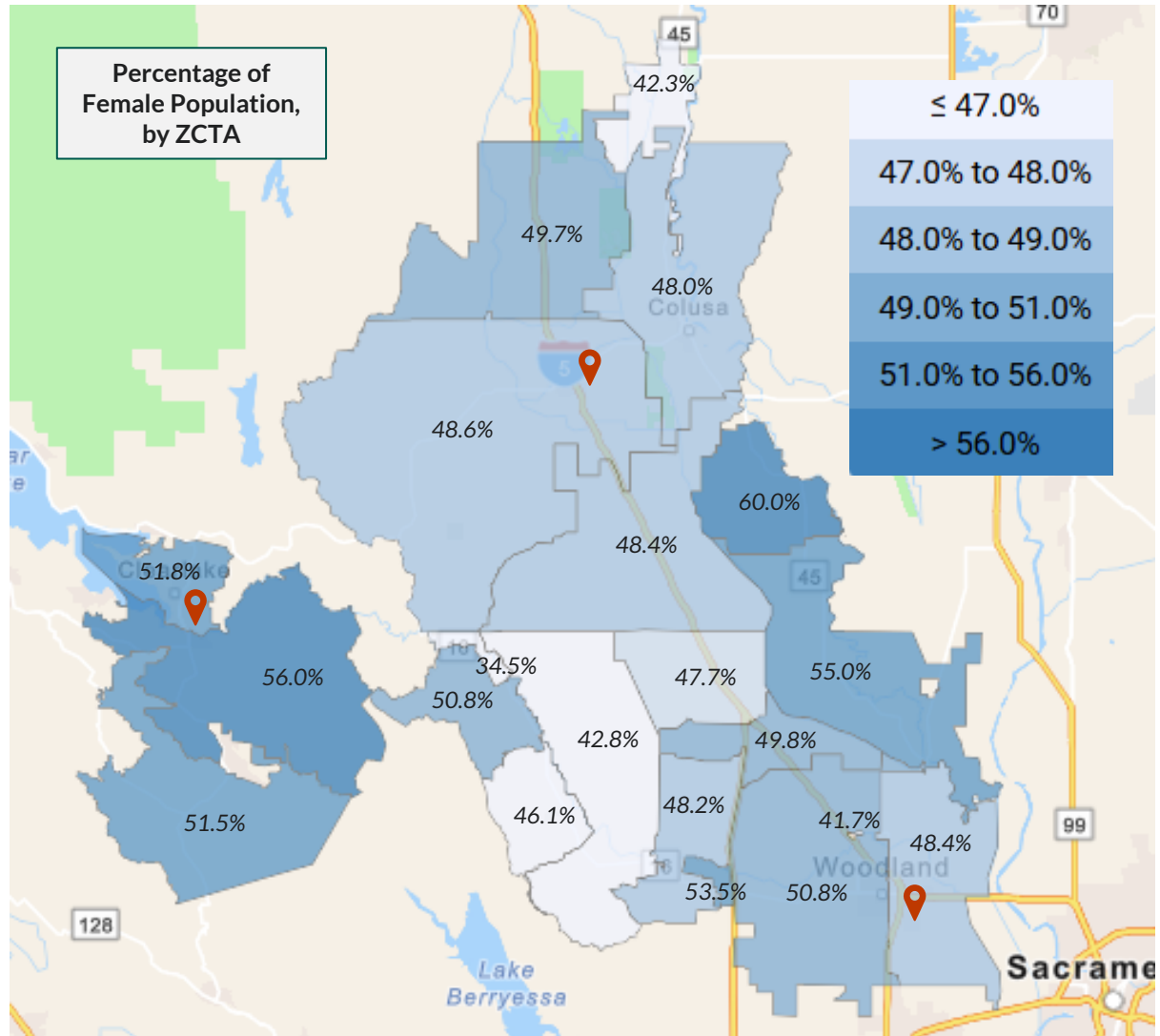
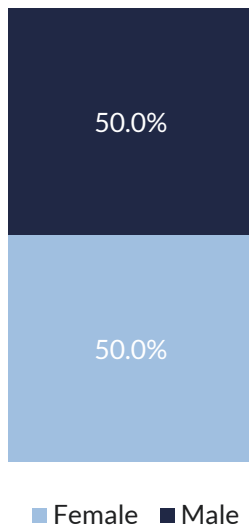


# GENDER DEMOGRAPHICS

Overall, the distribution of gender demographics in Woodland's service region is almost even between male and female, the only two categories assessed by Census data. Geographic assessment of the region shows a roughly even distribution, with slightly more male residents than female.

The areas of the county with the highest proportion of female residents are Grimes and Lower Lake, while Rumsey and Princeton have the greatest percentage of male residents.

Gender Demographics, Woodland Service Region



Source: American Community Survey ([JobsEQ](#))

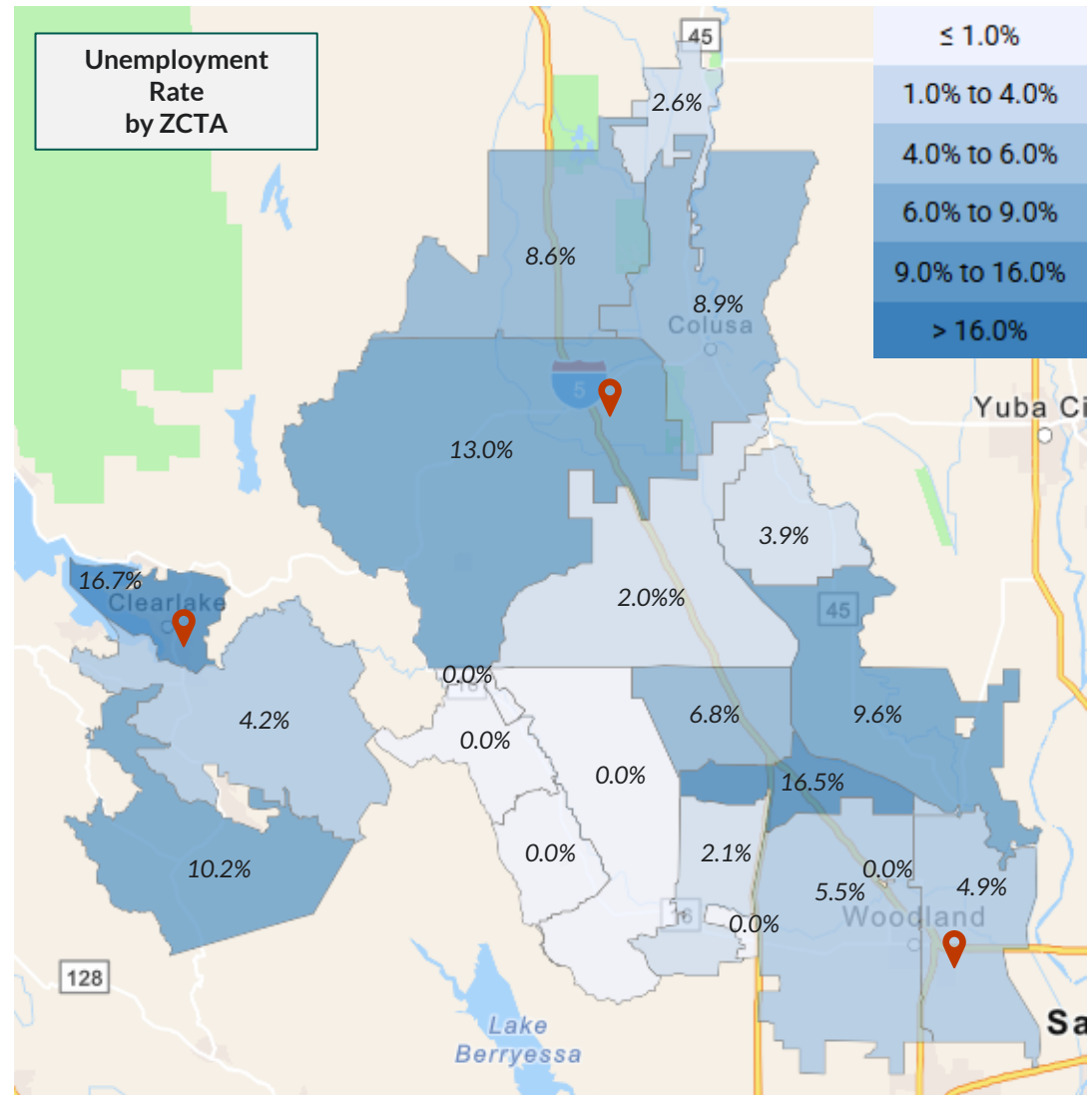
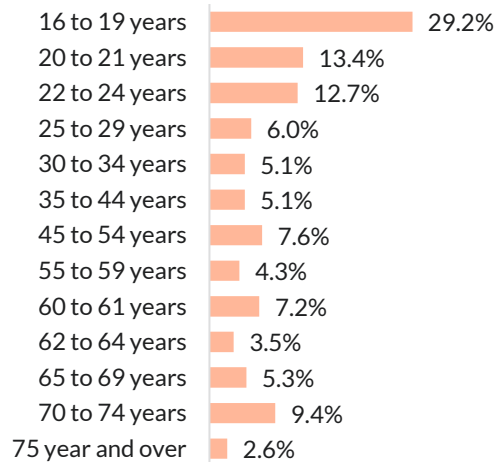
# UNEMPLOYMENT

The unemployment rate in Woodland's service region is 7.2 percent, slightly above the statewide unemployment rate of 6.4 percent and the national rate of 5.2 percent. In particular, unemployment in the observed region is significantly higher than the state rate among those aged 16 to 24, but slightly lower from 25 to 44 years old.

Within the region, Clear Lake, Zamora, and Williams have the highest unemployment rates, and areas of high unemployment are distributed throughout the region.

Source: American Community Survey ([JobsEQ](#))

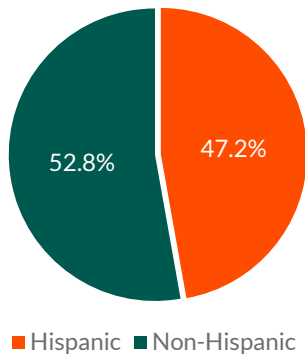
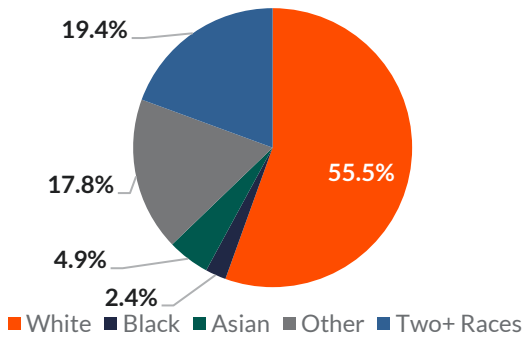
## Unemployment Rate by Age Group, Woodland's Service Region



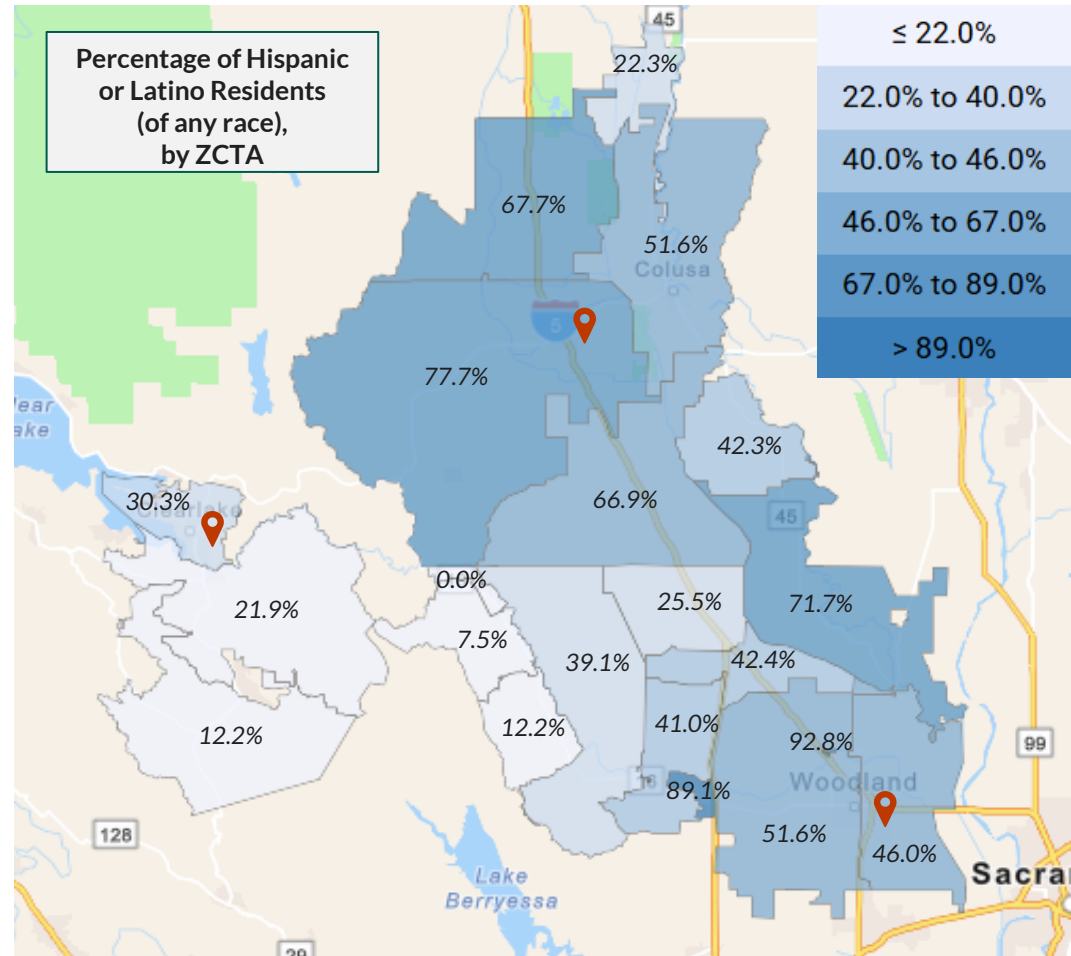
# RACE/ETHNICITY

In Woodland's service region, 55.5 percent of residents self report as white and 4.9 percent as Asian, while only 2.4 percent report as Black, and 47.2 percent of residents are Hispanic or Latino. Residents reporting as some other race represent a significant group at 17.8 percent, while those from two or more races are 19.4 percent of the regional population. Within the region, Colusa County and the areas surrounding Woodland have the highest proportion of Hispanic/Latino residents, suggesting that ESL or Spanish-language courses would most interest students attending the Woodland or Colusa County campuses.

Race/Ethnicity Demographics, Woodland Service Region

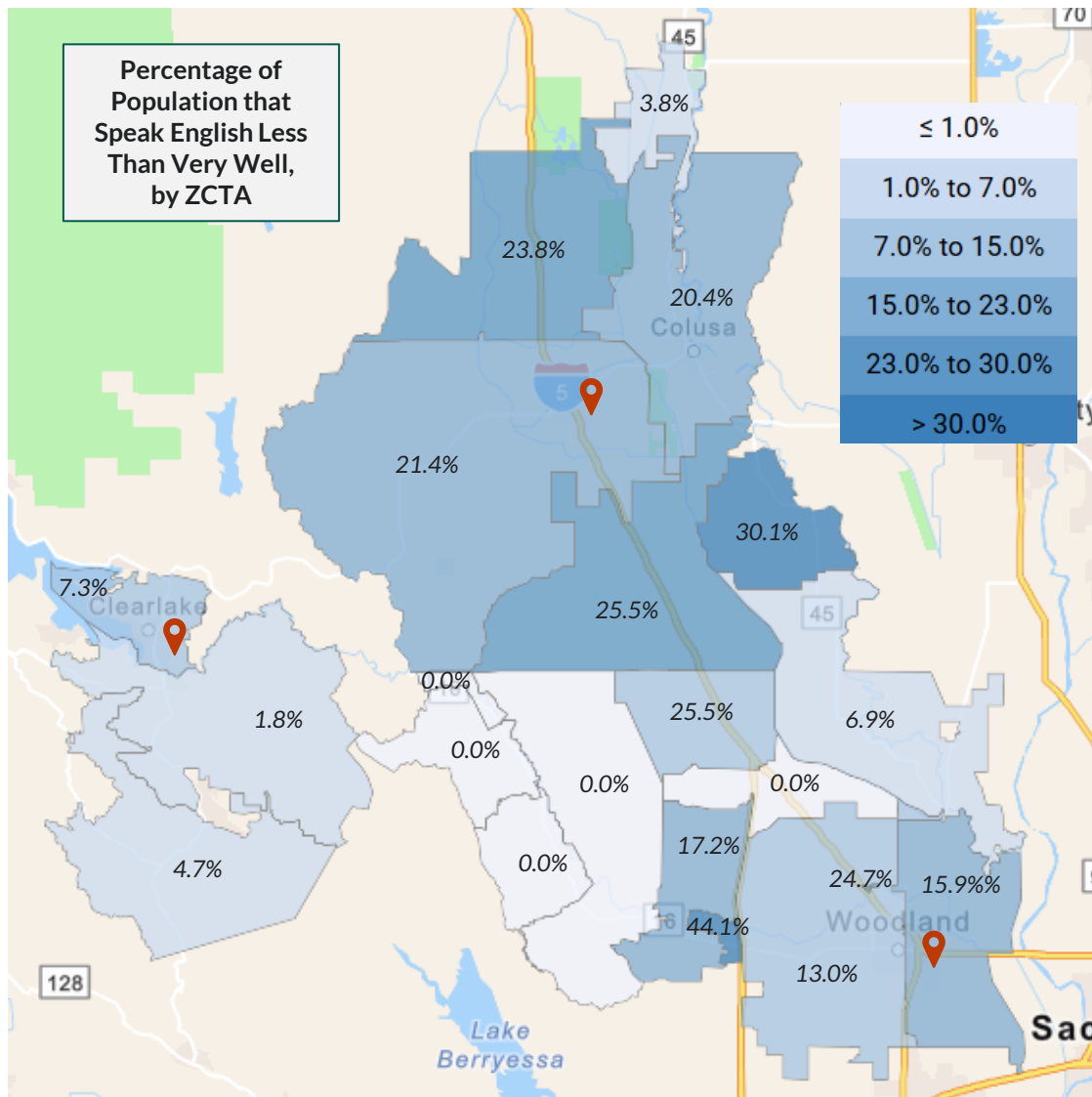


Source: American Community Survey ([JobsEQ](#))

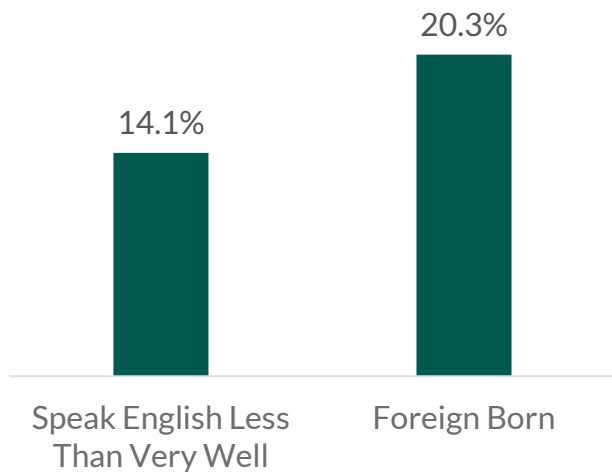


# ENGLISH LANGUAGE LEVEL/FOREIGN BORN

Overall, 14.1 percent of the population of Woodend's service region are designated as "speaking English less than very well", while 20.3 percent were born outside of the U.S. The percentage of residents with low English skills is greatest in Colusa county zip codes, as well as in Madison and Woodend, suggesting that demand for ESL courses or courses taught in languages other than English will see the greatest demand at the Woodland and Colusa County campuses. In the areas surrounding the Lake County campus there are relatively few residents that speak English less than very well, so demand for such courses will be less at that location.



**Foreign Born or English Skill, Woodland Service Region**

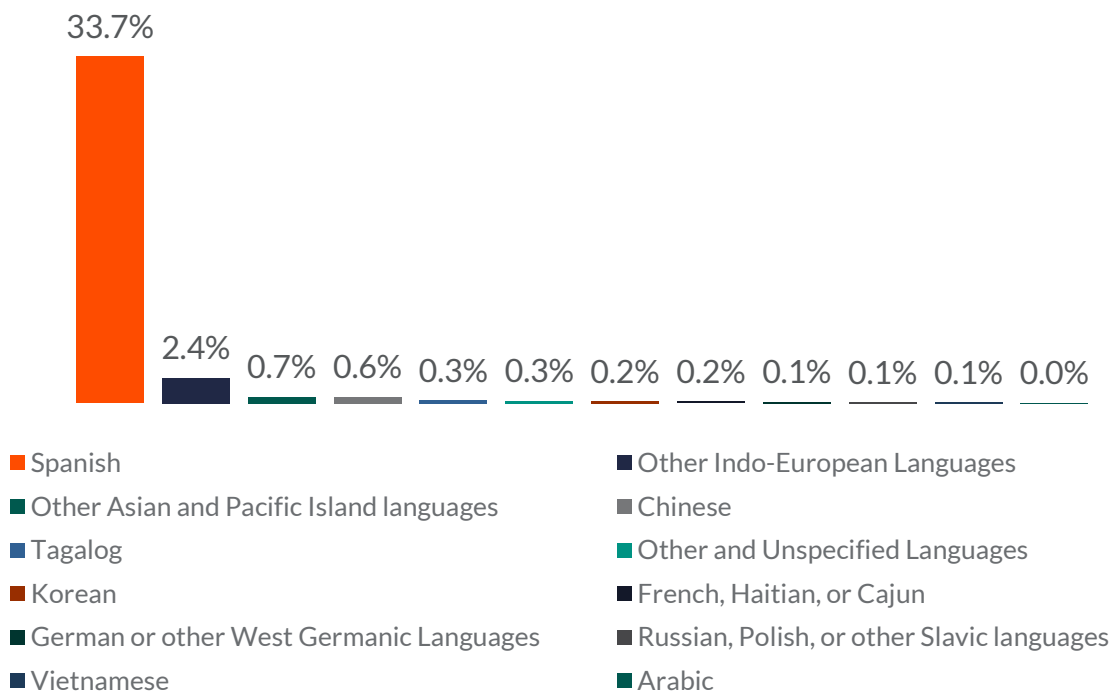


Source: American Community Survey ([JobsEQ](#))

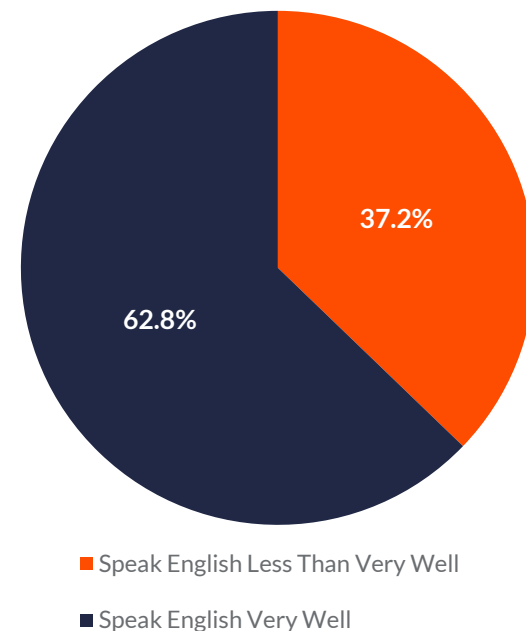
# LANGUAGES OTHER THAN ENGLISH

Spanish speakers comprise more than one third of the total residents in Woodland’s service region, and 37.2 percent of these speak English less than very well. According to U.S. Census data, 38.7 percent of residents in the ZCTA areas that make up Woodland’s service region speak a language other than English at home, and Spanish speakers represent the vast majority of these at 33.7 percent of the region’s total population. Census data on language are assembled into a few language families, and the second-most-spoken grouping in the region is “Other Indo-European Languages” (most likely Portuguese or Italian based on statewide language [data](#)) at 2.4 percent of residents. The next most common groups are “Other Asian and Pacific Island Languages” (most likely Hindi, Punjabi, or Japanese based on statewide language [data](#)) at 0.7 percent, followed by Chinese at 0.6 percent. Among the reviewed areas, Madison, Yolo, and Arbutle have the highest proportion of Spanish speakers, but the greatest number of Spanish speakers and Spanish speakers not fluent in English are found in Woodland due to that area’s high population. In total, approximately 21,069 Spanish speakers and 7,692 Spanish speakers not fluent in English live in the two zip codes that make up Woodland.

Residents Speaking Languages Other Than English at Home, Woodland Service Region



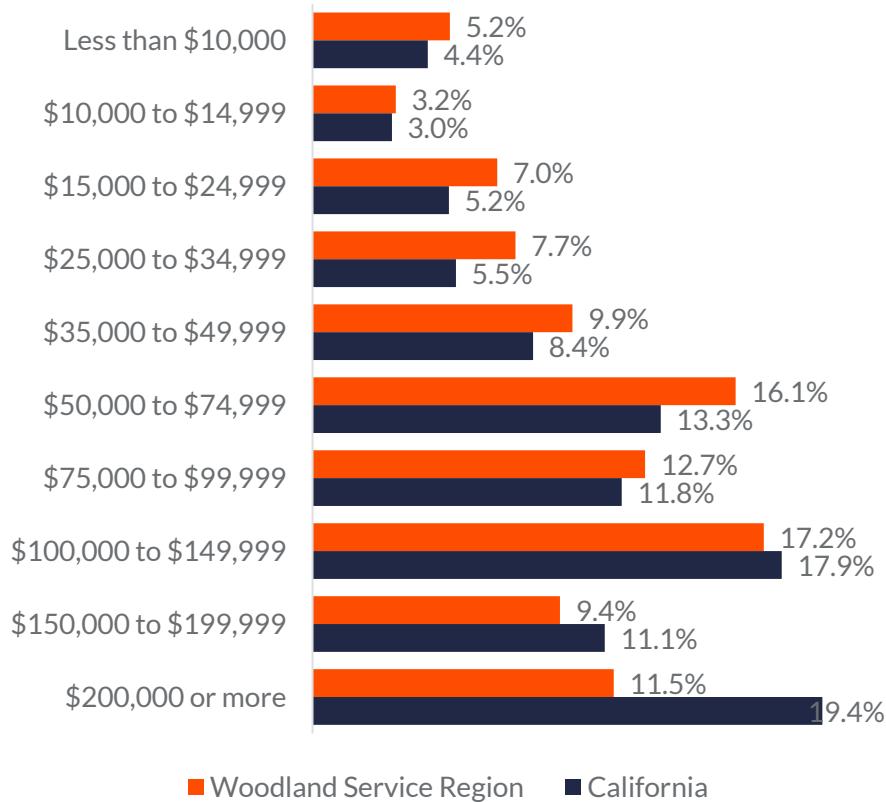
Spanish Speakers by English Ability, Woodland Service Region



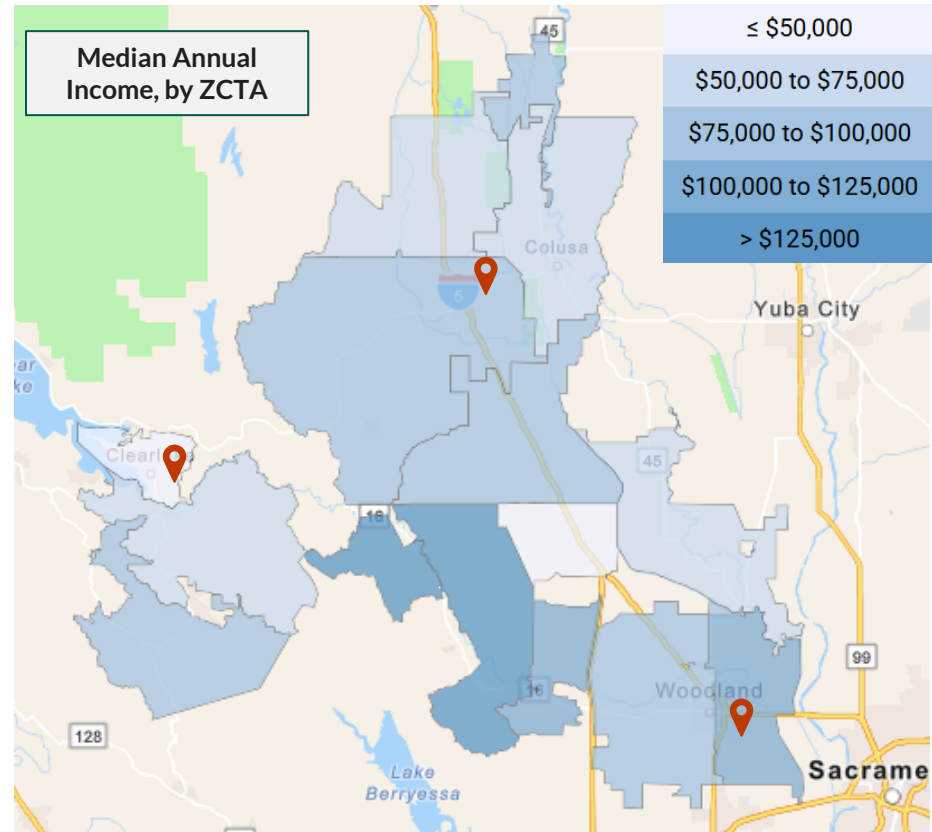
# INCOME

The median household income in Woodland's service region is \$76,481, significantly lower than the statewide median of \$96,334. Only 38.1 percent of households have an annual income greater than \$100,000, compared to 48.5 percent of households in California overall. At the same time, 33.1 percent of households in the region have an annual income of less than \$50,000, higher than the 26.5 percent statewide. In the region, Clear Lake and Dunnigan have the lowest median household income, while Guinda, Capay, and eastern Woodland, all in Yolo County, have median annual incomes greater than \$100,000.

**Income Distribution,  
Woodland Service Region**



Source: American Community Survey ([JobsEQ](#))





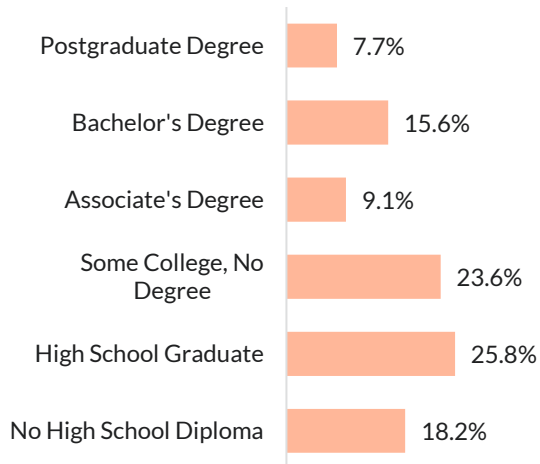
# EDUCATION TRENDS

Educational attainment and trends in Woodland's service region by ZCTA

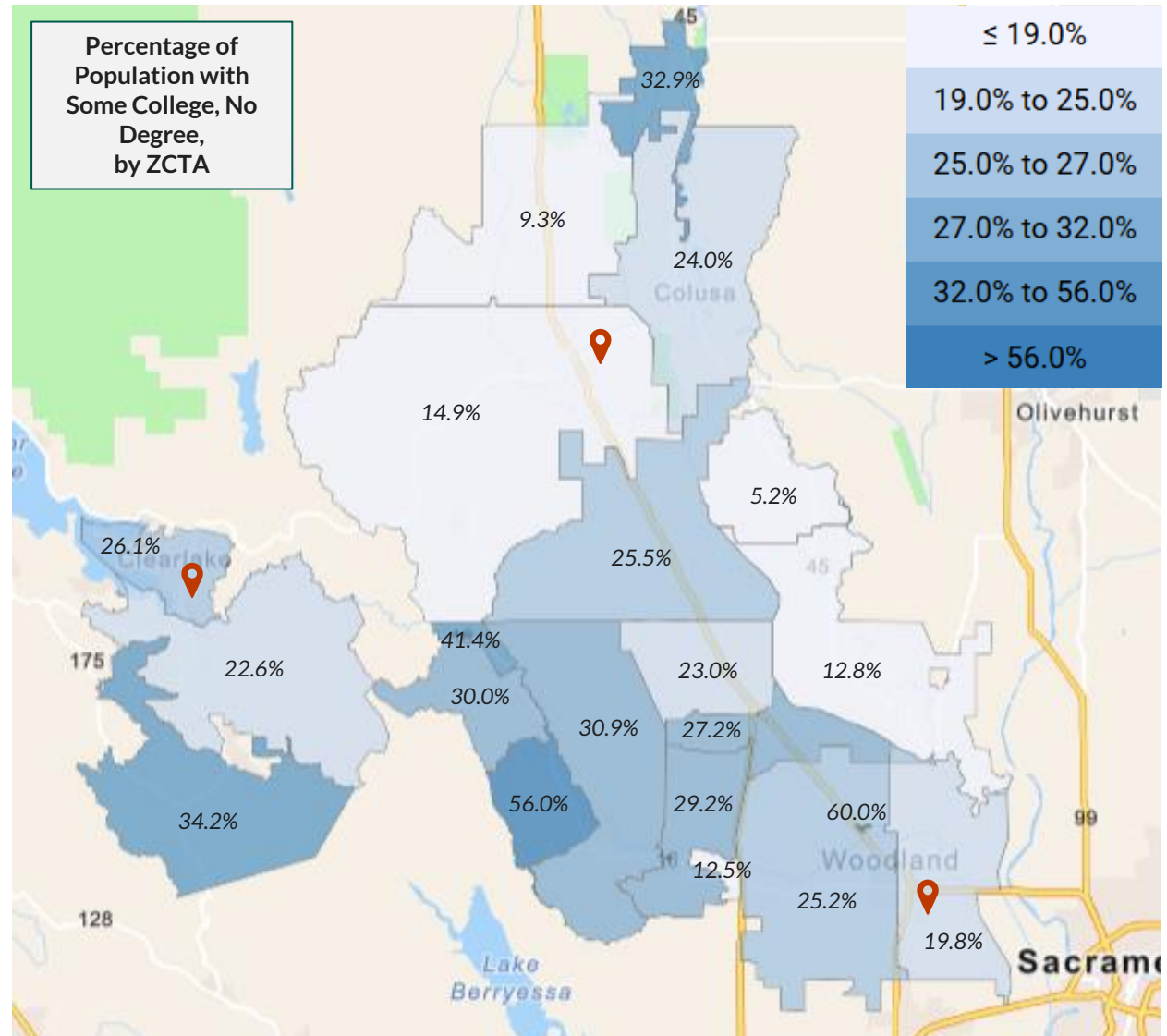
# EDUCATIONAL ATTAINMENT

Residents with a high school diploma make up the largest single education group in the service region, and combined with those with some college experience but no degree these groups collectively represent 49.4 percent of the region's population aged 25-64. This indicates that Woodland Community College has a total potential audience of approximately 29,676 residents between the ages of 25 and 64 at these education levels. The proportion of the population with some college experience but no degree is generally higher in the Yolo and Lake County portions of the service area, with particularly high rates in Brooks, Rumsey, and Middletown.

**Educational Attainment by Academic Level, Woodland Service Region**



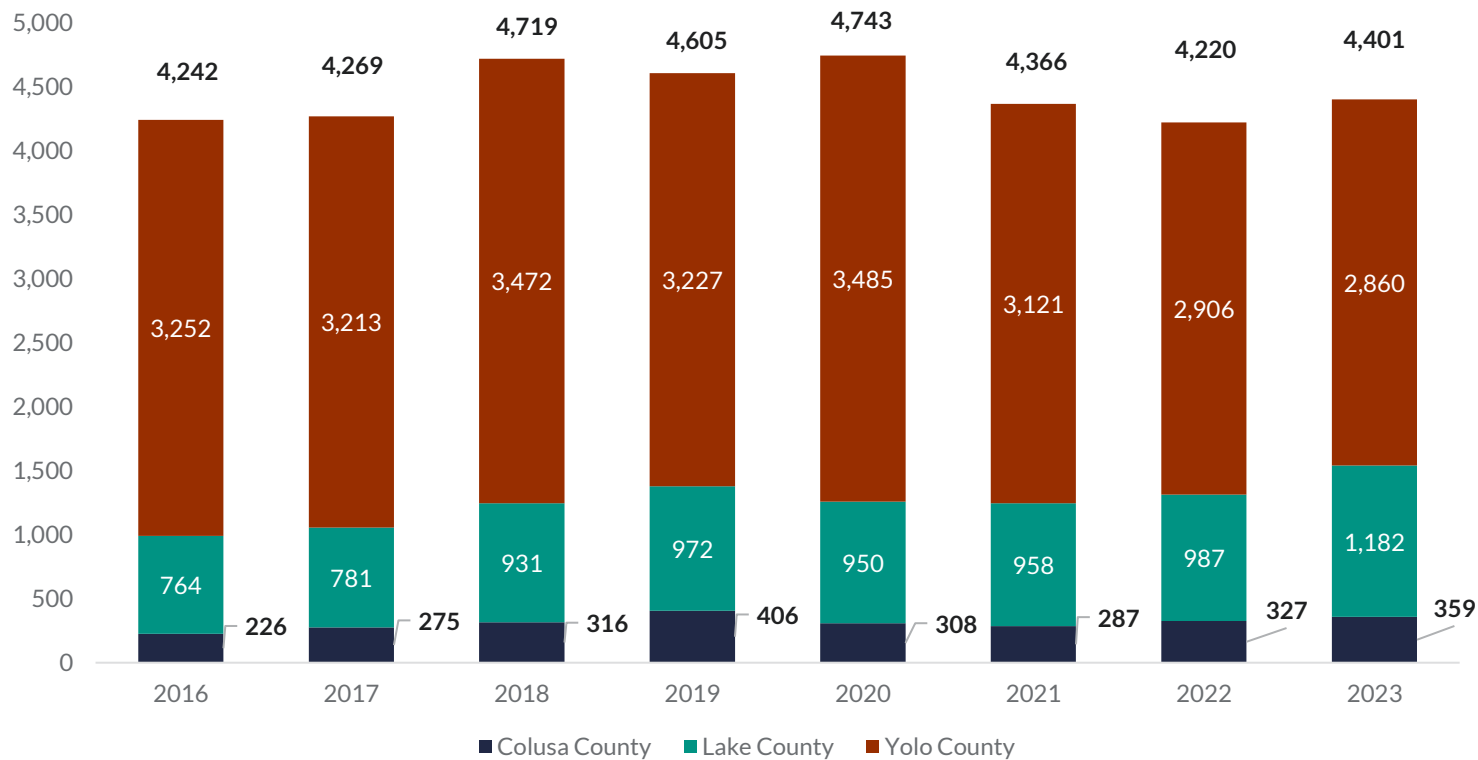
Source: American Community Survey ([JobsEQ](#))



# HIGH SCHOOL ENROLLMENT TRENDS

The number of high school students enrolled in grade 12 in counties comprising Woodland's service region has grown slightly in recent years, by an annual average of 0.5 percent. Grade 12 enrollment grew in both Colusa and Lake Counties during this period, but fell by 1.8 percent per year in Yolo County, which had by far the greatest number of students enrolled in grade 12 each year. Importantly, overall enrollment fell significantly from 2020 to 2021 but has rebounded and grew from 2022 to 2023.

NUMBER OF STUDENTS ENROLLED IN GRADE 12, 2016-2023



County	CAGR (2016-2023)
Region Total	0.5%
Colusa County	6.8%
Lake County	6.4%
Yolo County	-1.8%

Source: [JobsEQ](#).

Note: Historical high school enrollment data is not available at the ZCTA/sub-county level, data were used for the entirety of Colusa, Lake, and Yolo Counties





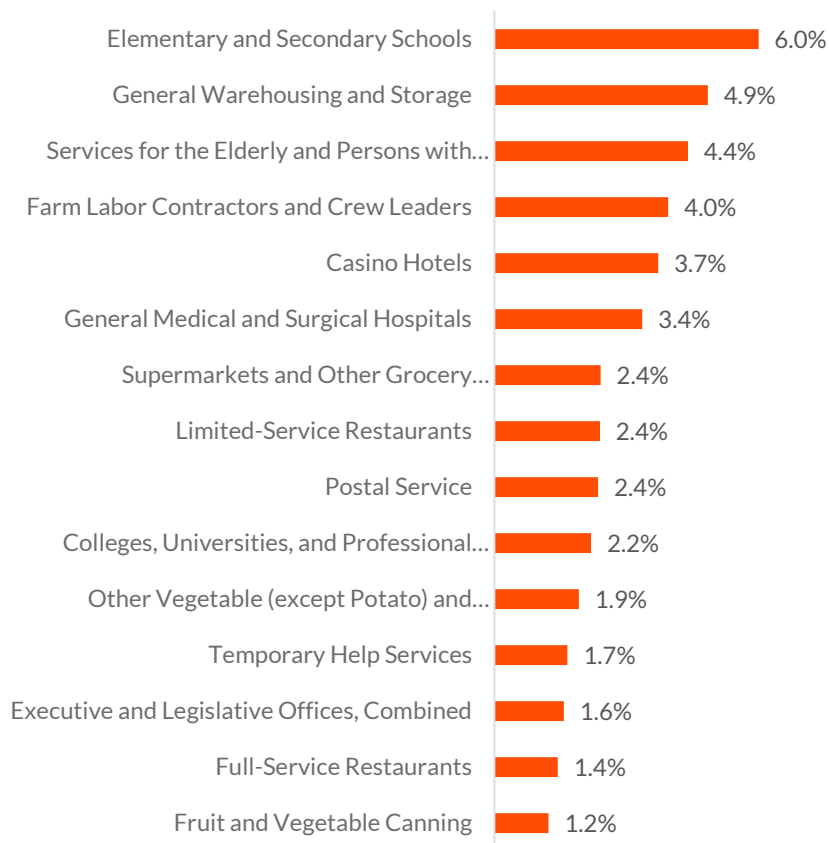
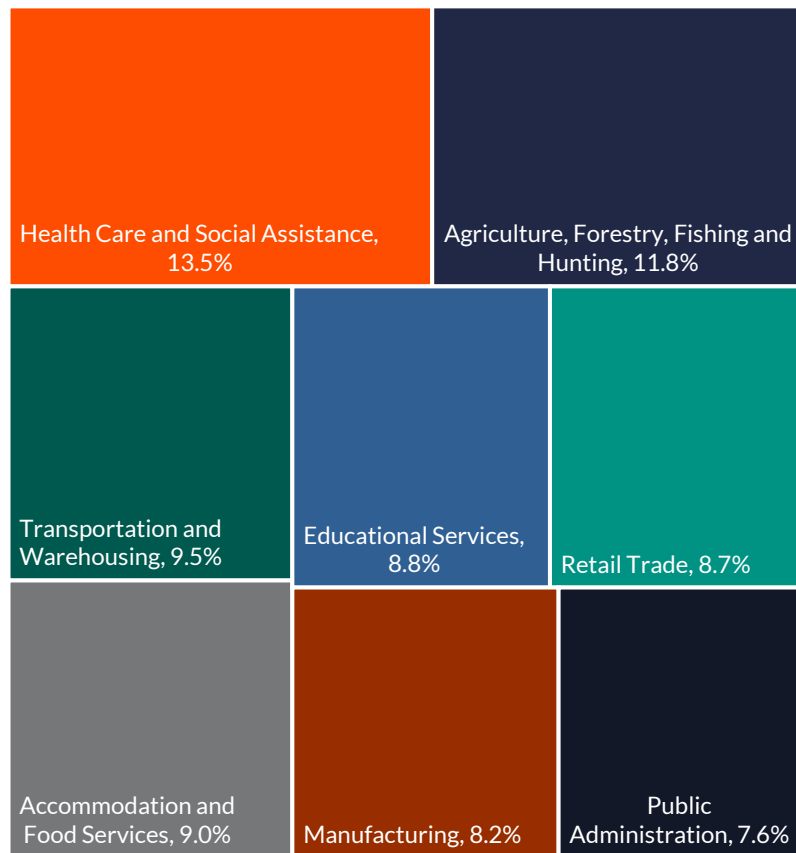
# LABOR MARKET TRENDS AND PROJECTIONS

Labor market projections and trends in Woodland's service region

# LARGEST INDUSTRIES

The largest industries of employment in Woodland's service area are *Health Care and Social Assistance*, followed by *Agriculture, Forestry, Fishing and Hunting* and *Transportation and Warehousing*. Specifically, the largest places of employment are *Elementary and Secondary Schools*, *General Warehousing and Storage*, and *Services for the Elderly and Persons with Disabilities*.

## INDUSTRIES BY EMPLOYMENT SHARE IN WOODLAND'S SERVICE AREA, Q4 2024



Source: [JobsEQ](#)

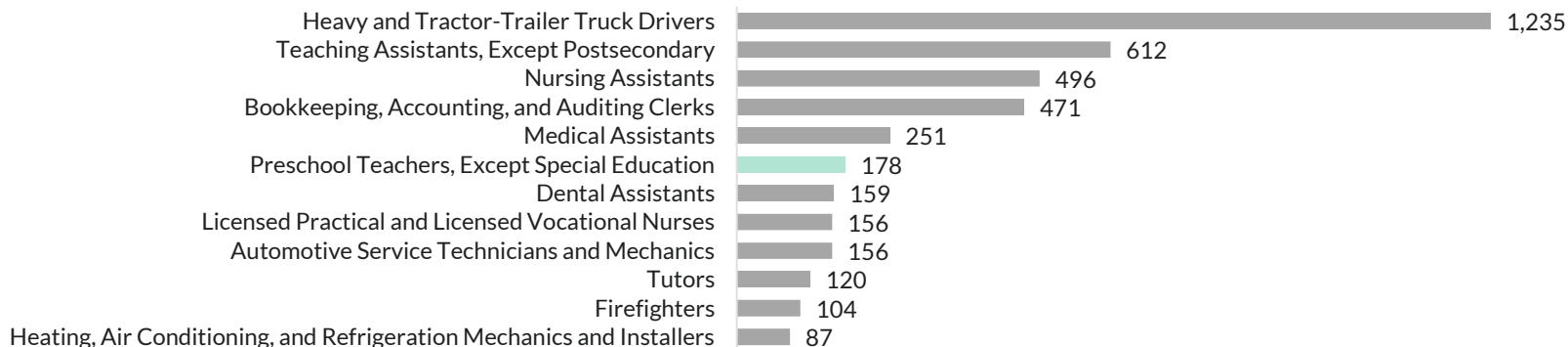
Note: 2-digit general industry codes are shown on the left, and more detailed 6-digit industry codes are shown on the right

# OCCUPATIONAL PROJECTIONS

Employment projections for occupations requiring an associate’s degree, some college, or an undergraduate certificate in Woodland’s service region show strong demand for healthcare-related occupations, as well as some in education or technology repair. *Heavy and Tractor-Trailer Truck Drivers* is the relevant occupation projected to produce by far the greatest number of job openings in the region, followed by *Teaching Assistants* and *Nursing Assistants*. The occupation which requires an associate’s degree that is projected to generate the most openings is *Preschool Teachers*. More associate’s degree-level occupations are represented among those experiencing high growth, including *Physical Therapist Assistants* and *Veterinary Technologists and Technicians*.

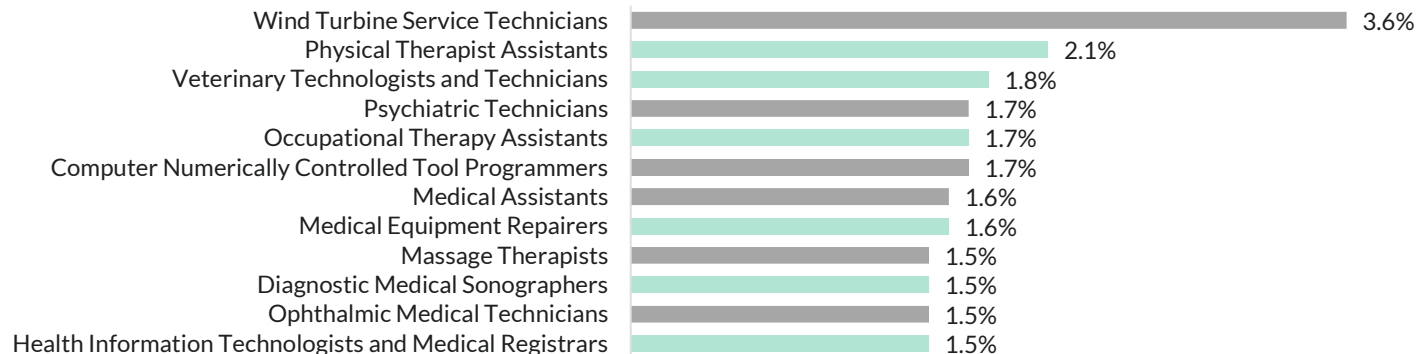
## TOP OCCUPATIONS, BY DEMAND

Projected total demand for occupations in Woodland’s service region requiring an associate’s degree, some college or a certificate through 2034 (those requiring an associate’s degree are highlighted green)



## TOP OCCUPATIONS, BY GROWTH RATE

Projected annual percent growth rate for occupations in Woodland’s service region requiring an associate’s degree, some college or a certificate through 2034 (those requiring an associate’s degree are highlighted green)

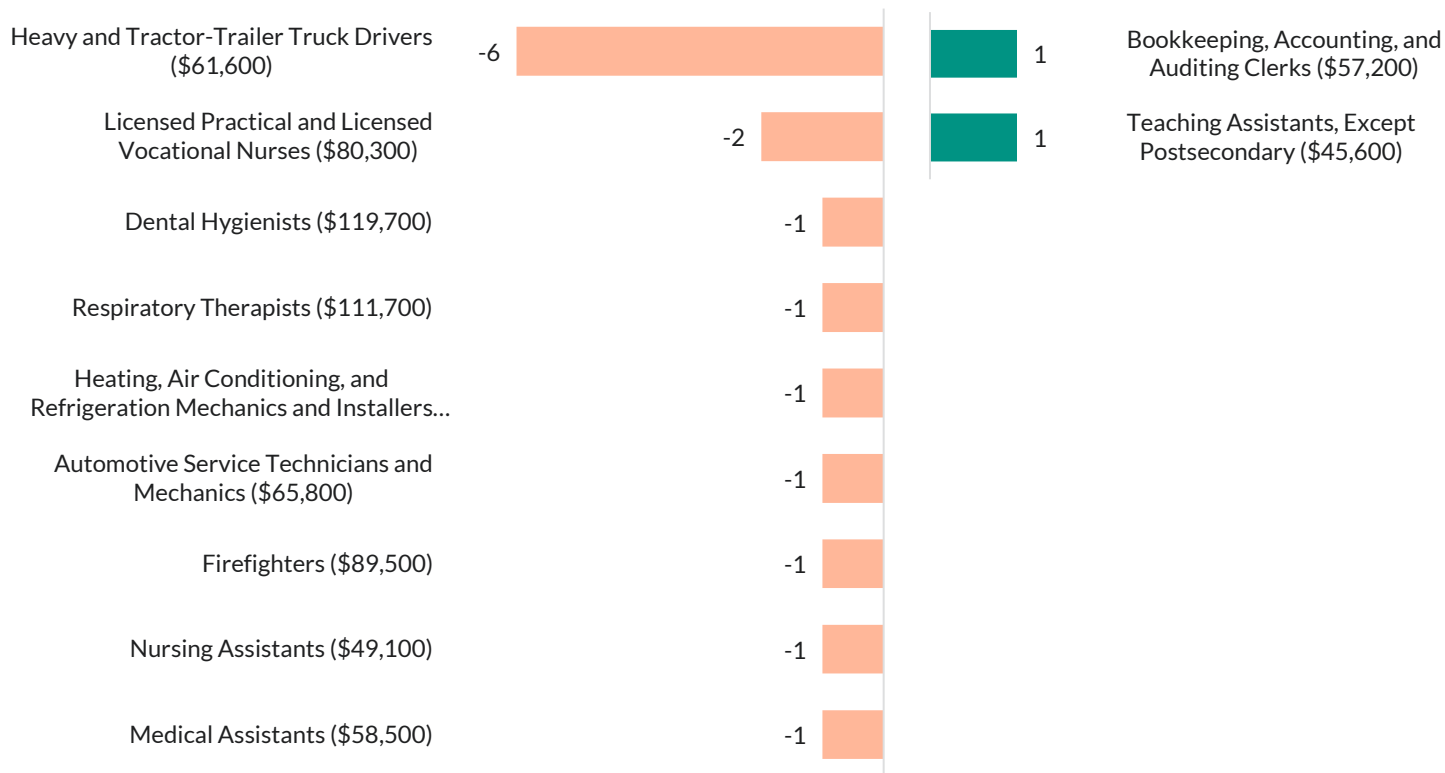


# PROJECTED EMPLOYMENT GAPS

Overall, few occupations requiring an associate's, undergraduate certificate, or some college in Woodland's service region show significant projected occupational gaps. The largest gap in relevant occupations is projected for *Heavy and Tractor-Trailer Truck Drivers*, with smaller gaps for *Licensed Practical and Licensed Vocational Nurses*, *Dental Hygienists*, and *Respiratory Therapists*. The presence of healthcare-related occupations among those projected to experience gaps echoes the overall industry makeup of the region.

## OCCUPATION GAPS OR SURPLUSES

Potential average annual occupation gaps over 10 years in Woodland's service region for jobs requiring an associate's degree, some college, or undergraduate certificate.

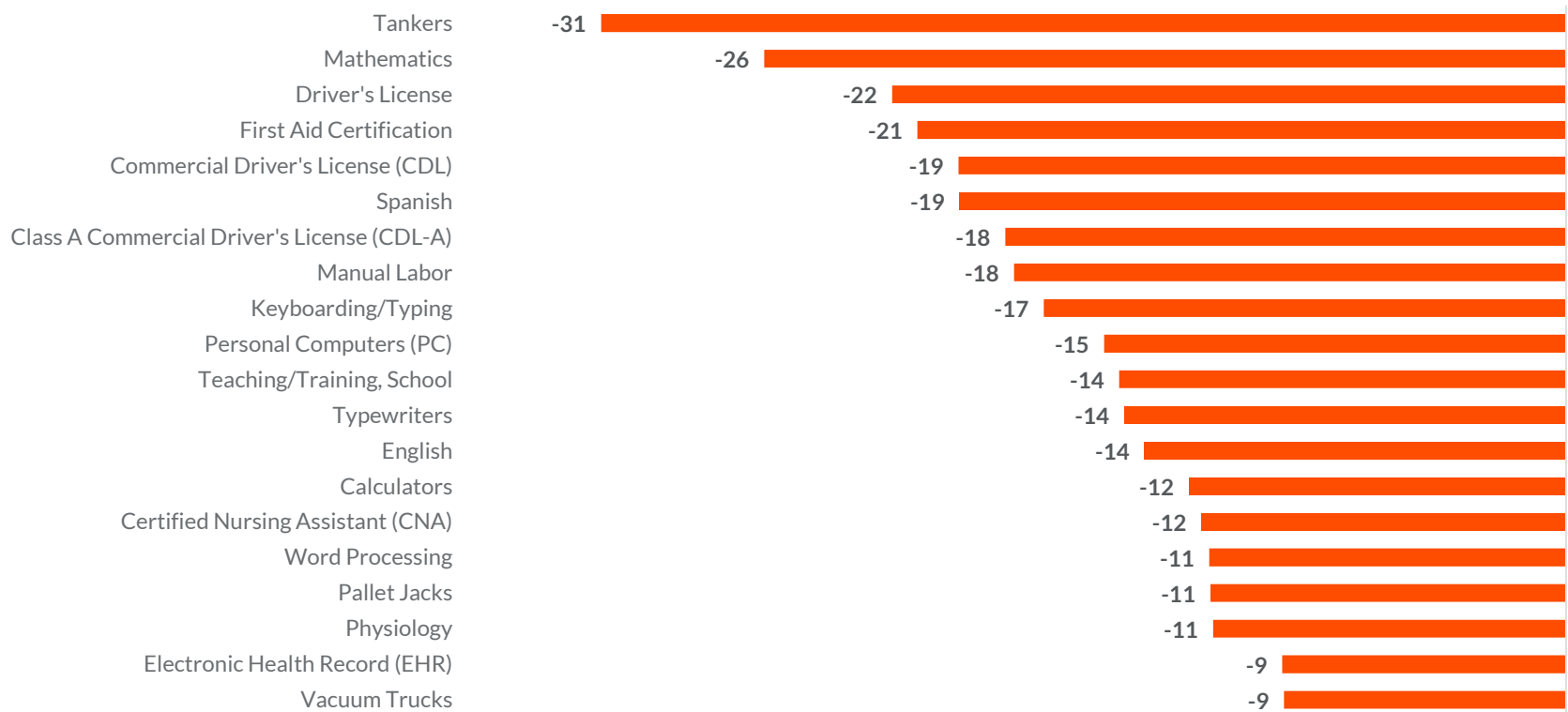


Source: [JobsEQ](#)  
Data reflects 6-digit detailed occupation codes from the Bureau of Labor Statistics.

# PROJECTED SKILL GAPS

Occupational projections in Woodland's service region suggests that employers will experience a shortfall of educated workers possessing driving skills/certifications, Spanish language skills, and teaching ability. The requested driving skills emphasize a familiarity with tractor-trailer trucks, echoing the projected occupation gaps at this level in the region, and include experience with tankers and a Commercial Driver's License. Some healthcare-related skills are also projected to experience a gap, such as the Certified Nursing Assistant certification (CNA), experience with physiology, and familiarity with Electronic Health Record (EHR).

## SKILL GAPS, ASSOCIATE'S, SOME COLLEGE, OR UNDERGRADUATE CERTIFICATE LEVEL- OCCUPATIONS (2024-2034)



Source: [JobsEQ](#)

Note: Skills gap data is not available at the ZCTA/sub-county level, so data are shown for the entirety of Colusa, Lake, and Yolo Counties

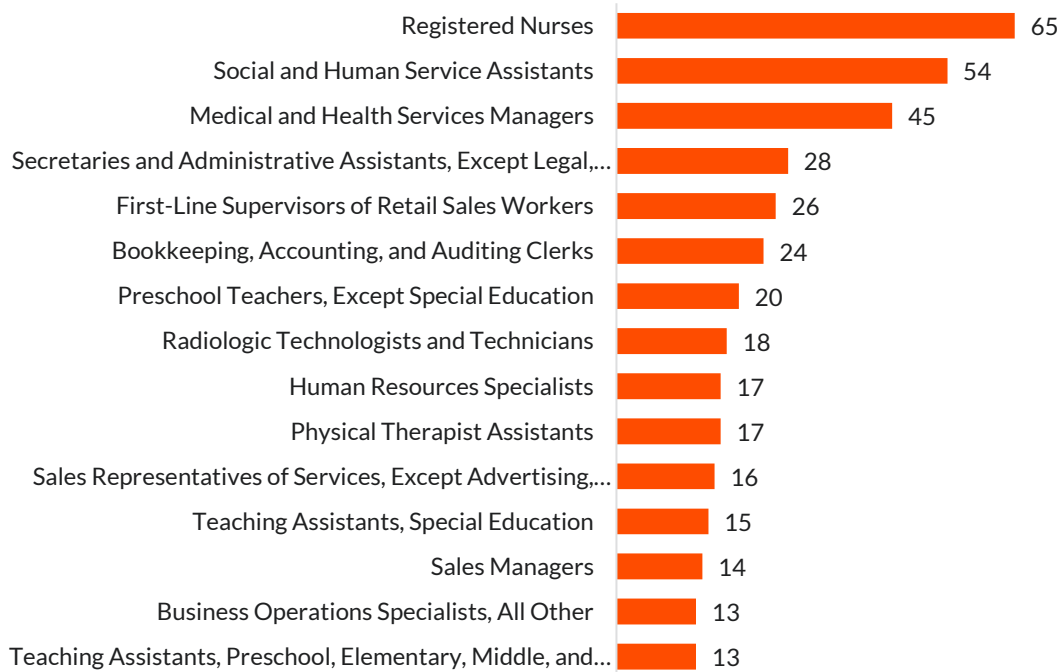


# REAL-TIME JOB POSTING INTELLIGENCE – TOP OCCUPATIONS

Real-time associate’s-related job posting data in Colusa, Lake, and Yolo Counties show strong employer demand for allied health professionals, social and human service assistants, secretaries and administrative assistants, retail supervisors, accounting clerks, and preschool teachers. Among trends for associate’s level occupations in these counties *Registered Nurses* shows a particularly high number of job postings, and several healthcare-related certifications are commonly requested by employers. Employers are also seeking applicants with training in the Microsoft suite, mathematics, teaching, and notably 47 listed postings specifically request Spanish language skills.

## TOP JOB POSTINGS REQUESTING ASSOCIATE’S DEGREE

Number of job postings requesting an associate’s degree in Woodland’s service region.



Source: [JobsEQ](#)

Data reflects job postings requesting an associate’s degree that were active during the one-year period prior to May 2025. Staffing companies were excluded. Job postings cover all of Colusa, Lake, and Yolo Counties, slightly beyond Woodland’s service region.

## TOP CERTIFICATIONS AND HARD SKILLS

### Certifications

- Certification in Cardiopulmonary Resuscitation (62)
- Basic Life Support (53)
- Registered Nurse (49)
- First Aid Certification (36)
- Advanced Cardiac Life Support Certification (16)
- Certified Dialysis Nurse (14)
- Certified Nephrology Nurse (14)
- American Registry of Radiologic Technologist Certification (14)
- Child Development Associate (7)

### Hard Skills

- Microsoft Excel (117)
- Microsoft Office (109)
- Mathematics (65)
- Teaching/Training, School (61)
- Word Processing (52)
- Microsoft Word (51)
- Microsoft PowerPoint (50)
- Spanish (47)
- Keyboarding/Typing (46)
- Microsoft Outlook (43)



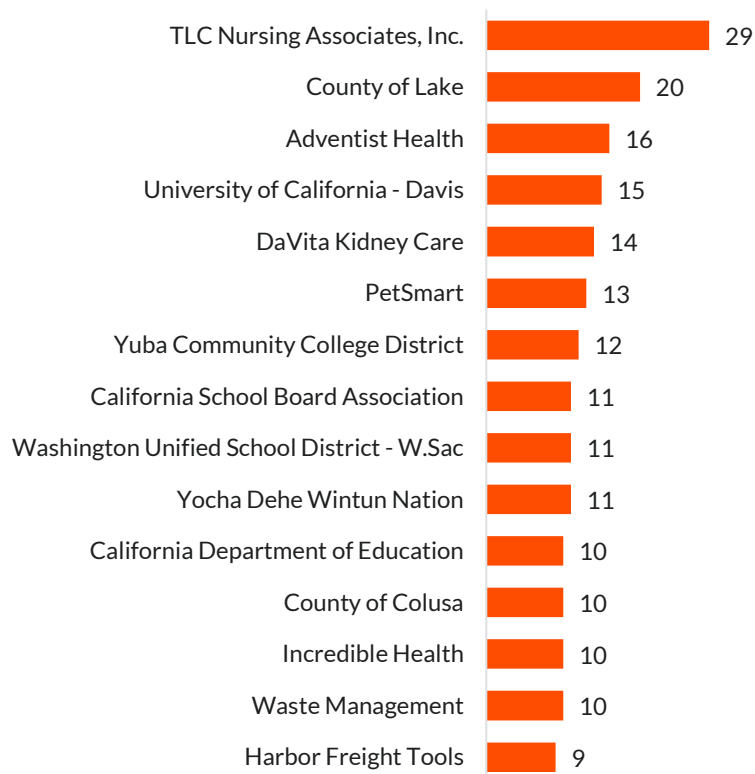
# REAL-TIME JOB POSTING INTELLIGENCE – TOP EMPLOYERS

Across job postings requesting an associate’s degree in Colusa, Lake, and Yolo Counties, healthcare-related employers, specifically for nurses, stand out with the most job postings. Local governments, UC-Davis, and school districts are also seeking a high number of applicants with an associate’s degree.

Employers requesting an associate’s degree are concentrated in West Sacramento, Woodland, Davis, and Clearlake. Although students for new programs at Woodland Community College will not originate from West Sacramento or Davis, they may consider employment in these larger cities just outside of Woodland’s service region.

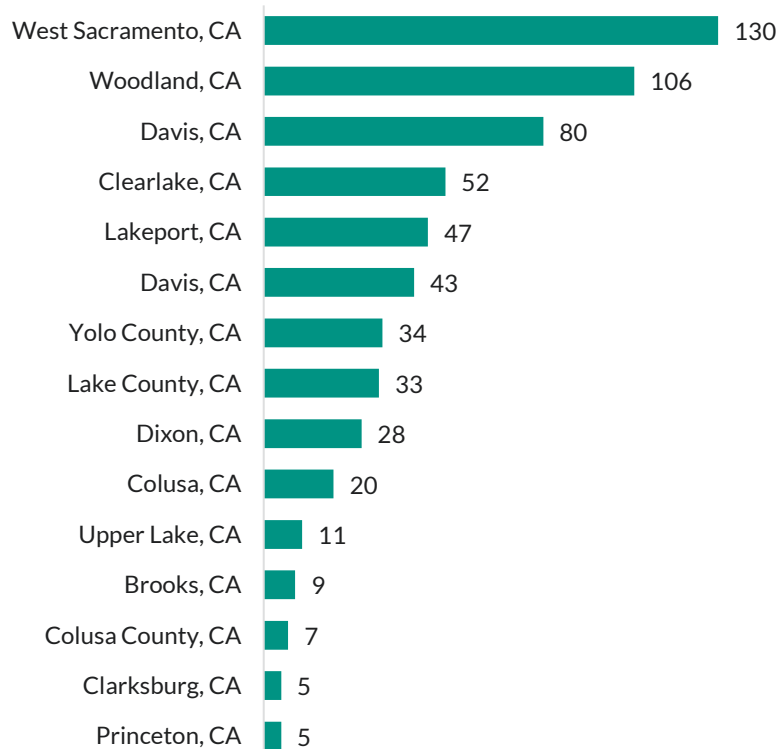
## TOP EMPLOYERS FOR ASSOCIATE’S DEGREES

Number of job postings requesting an associate’s degree by employer



## TOP LOCATIONS OF ASSOCIATE’S DEGREE JOB POSTINGS

Number of job postings requesting an associate’s degree by location






## CONTACT

Kelly J Cunningham, PhD

*Content Director*

E: [kcunningham@hanoverresearch.com](mailto:kcunningham@hanoverresearch.com)

P: 202-559-0050

 [hanoverresearch.com](http://hanoverresearch.com)

