WestEd Center for Economic Mobility

Coconino Community College
Data Deck: Demographic, Economic & Labor Market Analysis

2025

WestEd Center for Economic Mobility

WestEd's Center for Economic Mobility partners with education and workforce systems to remove systemic barriers by providing relevant information, helping make that information meaningful, and supporting systems change. We focus on strengthening linkages between K-12, adult education, postsecondary, workforce development, and employers to foster access to postsecondary education, job training, and credentials that translate to successful careers with income stability and meaningful growth

Connecting adult and postsecondary education, workforce development, and economic strategies

Economic mobility begins with education, but career pathways can be winding, and outcomes vary by discipline, opportunity, and regional economies. WestEd's Center for Economic Mobility builds partnerships that enable individuals, their families, and communities to thrive.

How to Use this Deck

This slide deck, and the data and questions it contains, is designed to build your understanding of the demographic, economic & labor market context in your college's service area.

This information is intended to build capacity at your institute to support pathway planning, resource development and institutional research. In particular, this data will inform the enhancement of current programs and attainment of high-value, non-degree credentials and associate degrees that align with local economic conditions and offer opportunity for economic mobility, with an emphasis on addressing equity gaps.

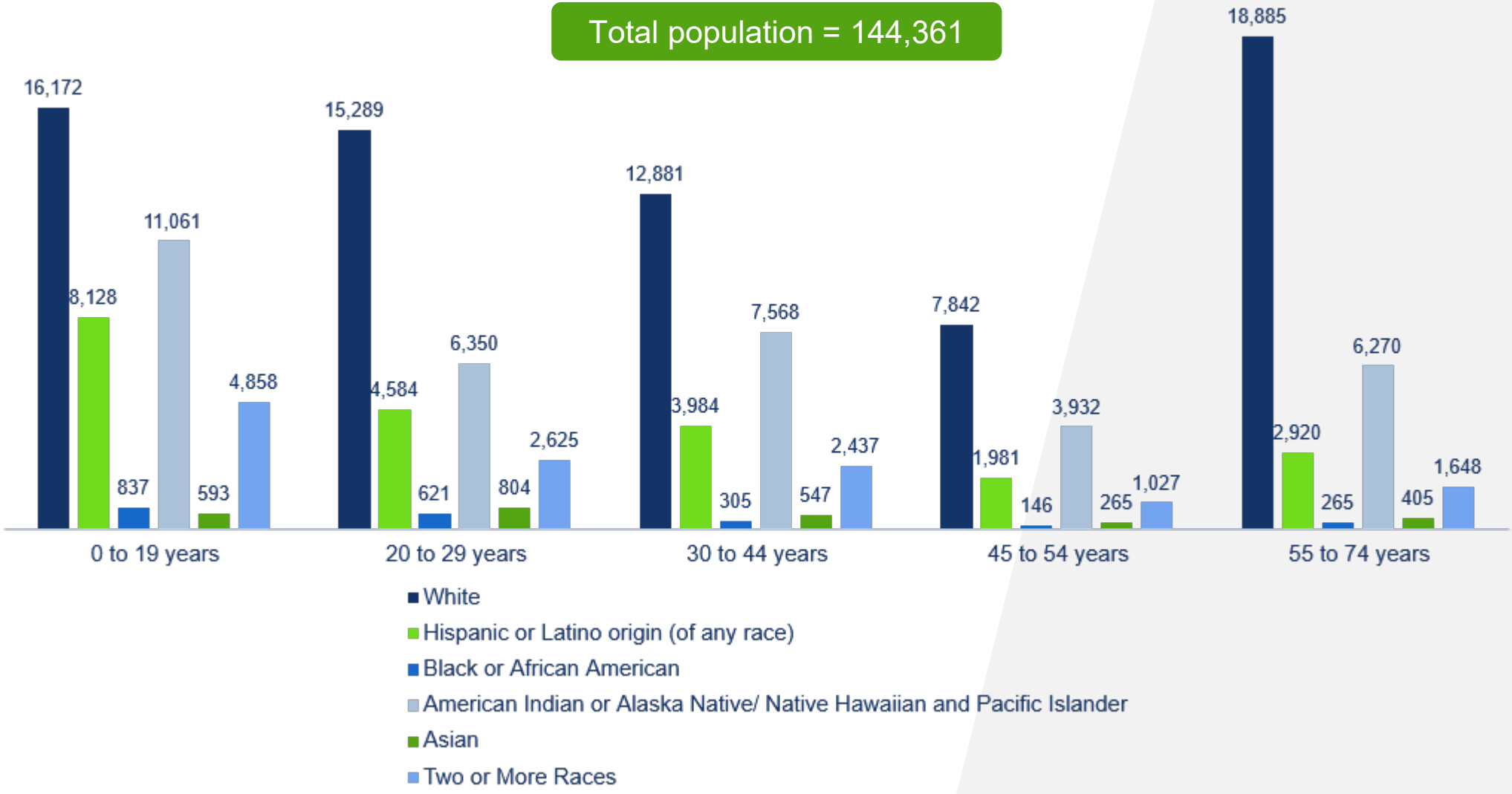
Each slide process a salient, intersectional data point and uses the Notes field at the bottom of the screen to provide discussion prompts to help your team engage in data-informed practice.

What does my community look like & who would benefit from postsecondary credentials?

Regional Demographic Data
Counties: Coconino County, AZ

Service Area Population by Race, Ethnicity, Age

Total population = 144,361



Source: U.S. Census Bureau, 2023: ACS 5-Year Estimates

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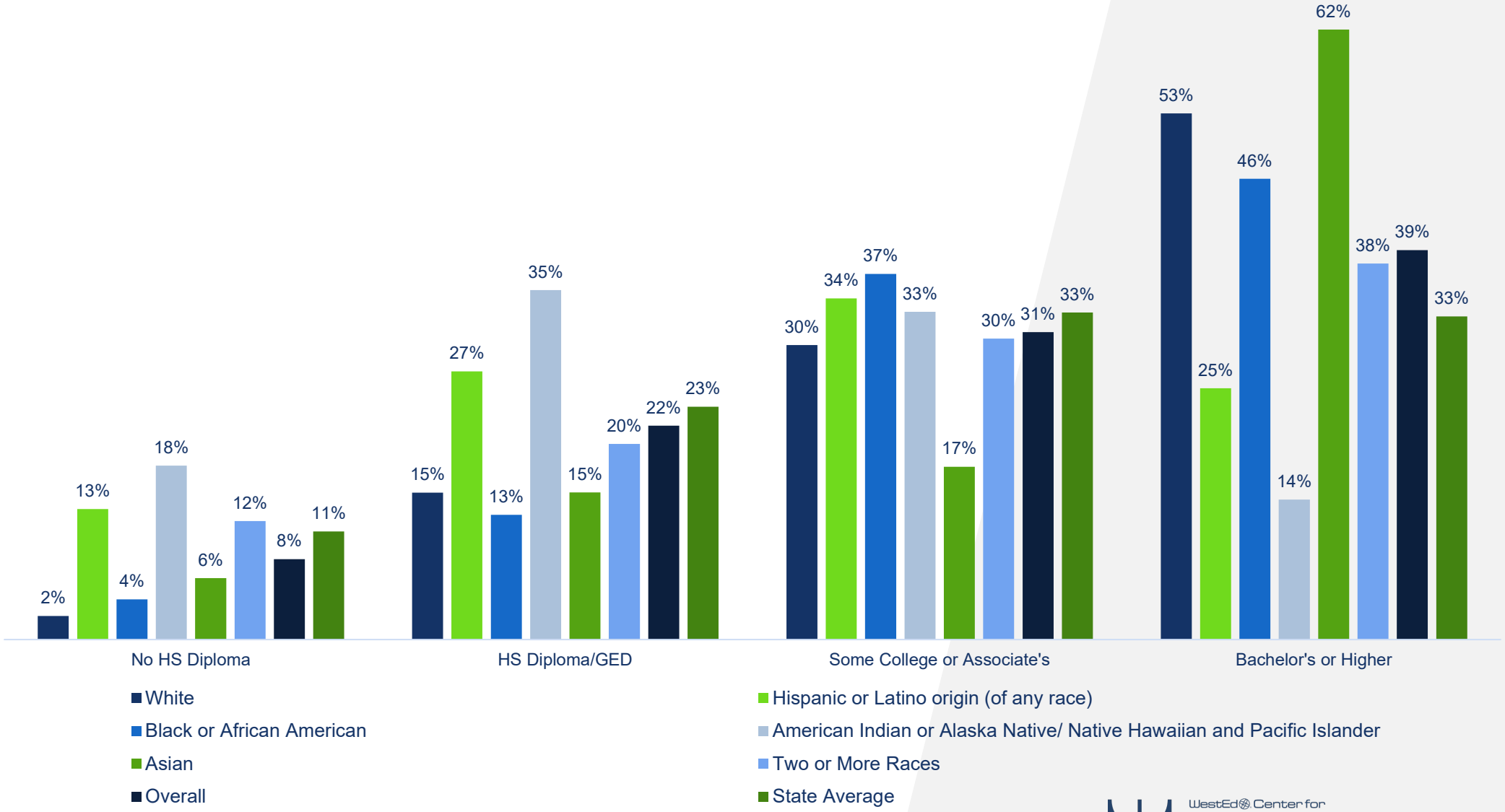
Service Area Educational Attainment by Race & Ethnicity



Source: U.S. Census Bureau, 2023: ACS 5-Year Estimates

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Service Area Population, Poverty & Unemployment

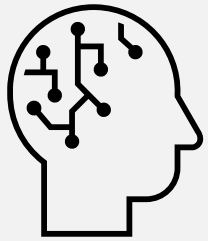
Who are my target populations?

Ethnicity	Population (%)	Poverty Level (%)	Unemployed Cohort (December 2024) (%)	State Population (%)	State Poverty Level (%)	State Unemployed Cohort (April 2025) (%)
Hispanic or Latino origin (of any race)	22,034 (15.3%)	3,465 (15.7%)	780 (27.2%)	2,210,044 (31.1%)	371,210 (40.9%)	64,084 (49.0%)
Not Hispanic or Latino (of any race)	122,327 (84.7%)	20,020 (16.4%)	2,083 (72.8%)	4,899,115 (68.9%)	535,915 (59.1%)	66,775 (51.0%)
Race						
White alone	75,884 (52.6%)	9,124 (12.0%)	1,808 (63.1%)	3,800,930 (53.5%)	346,826 (38.2%)	96,608 (73.8%)
Black or African American	2,197 (1.5%)	461 (21.0%)	242 (8.5%)	320,866 (4.5%)	56,528 (6.2%)	18,095 (13.8%)
American Indian and Alaska Native/ Native Hawaiian and Pacific Islander	36,631 (25.4%)	9,849 (26.9%)	696 (24.3%)	300,524 (4.2%)	83,606 (9.2%)	9,200 (7.0%)
Asian	2,640 (1.8%)	347 (13.1%)	117 (4.1%)	245,878 (3.5%)	25,897 (2.9%)	6,957 (5.3%)
Two or More Races	12,899 (8.9%)	1,768 (13.7%)	NA	1,165,056 (16.4%)	174,604 (19.2%)	NA
Total	**144,361**		**2,863**	**7,109,159**		**130,859**

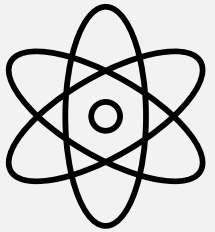
Source: U.S. Census Bureau, 2023: ACS 5-Year Estimates

What does industry demand look like in my community?

Regional Economic & Labor Market Data
Counties: Coconino County, AZ



What data points are we looking for and why?



Gross Regional Product: Total industry earnings, taxes on production & imports, and profits in your region

Largest Industry Sector: Describes demand for products and services in your region, and thus, the demand for contextualized skills.

Fastest Growing Industry Projections: Signaling emerging needs.

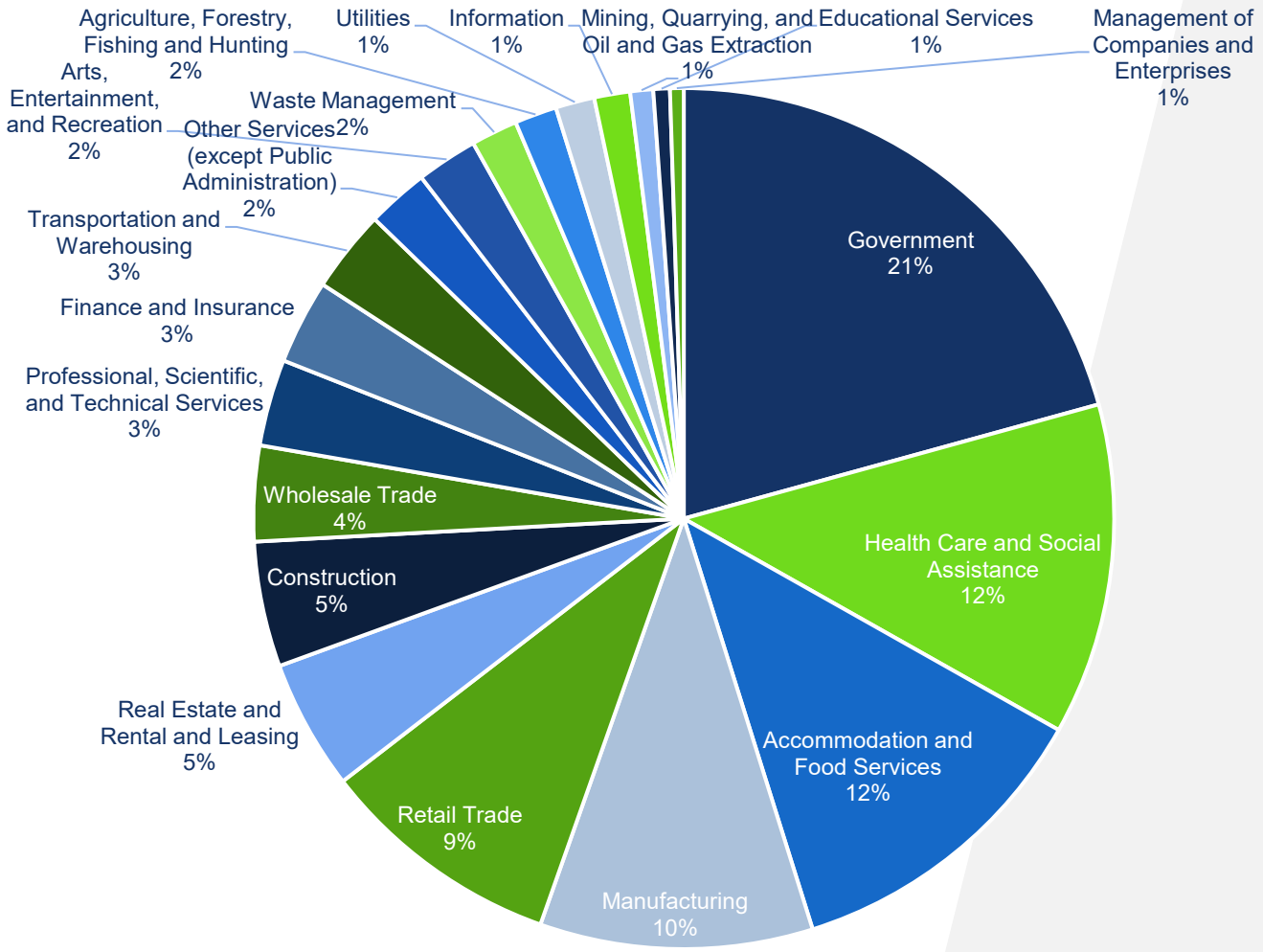
Fastest Growing Occupations (HS diploma, some college, or credentials): Signals high-demand.

Highest Paying Occupations (requiring some college, credential or associates): Signals high economic return for specialized labor through short-term training.

Largest Occupation (requiring a bachelors): Highlights career opportunities for pathways from entry-level to middle skills jobs and into expert skill development.

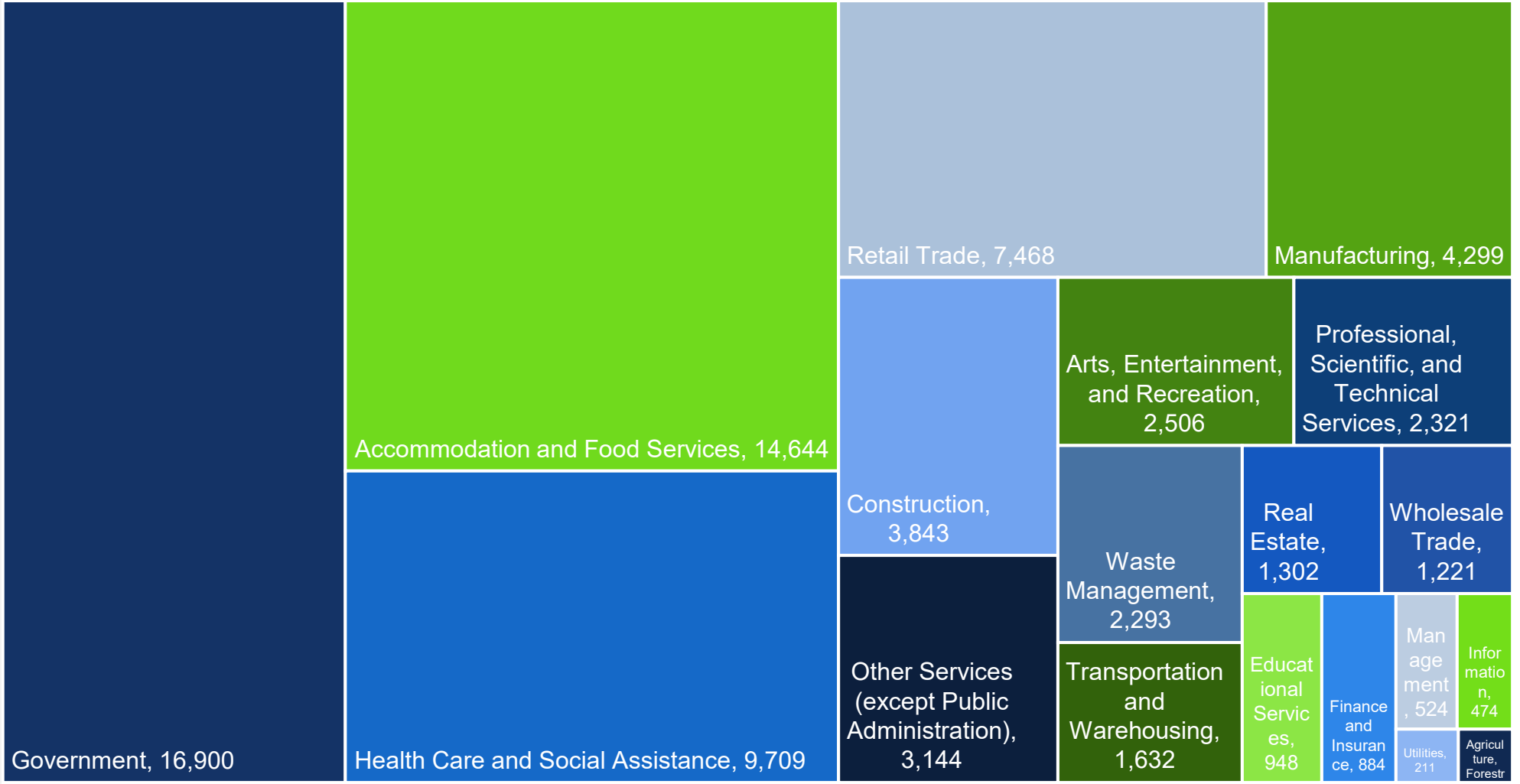
Most Posted Skills: Highlights demand for specialized talent, software skills and technical competencies that add value to the worker.

Gross Regional Product



Source: U.S. Bureau of Labor Statistics: Lightcast, 2025 Q1
Industries displayed by 2-digit NAICS code

Largest Industry Sectors



Source: U.S. Bureau of Labor Statistics: Lightcast, 2025 Q1
Industries displayed by 2-digit NAICS code

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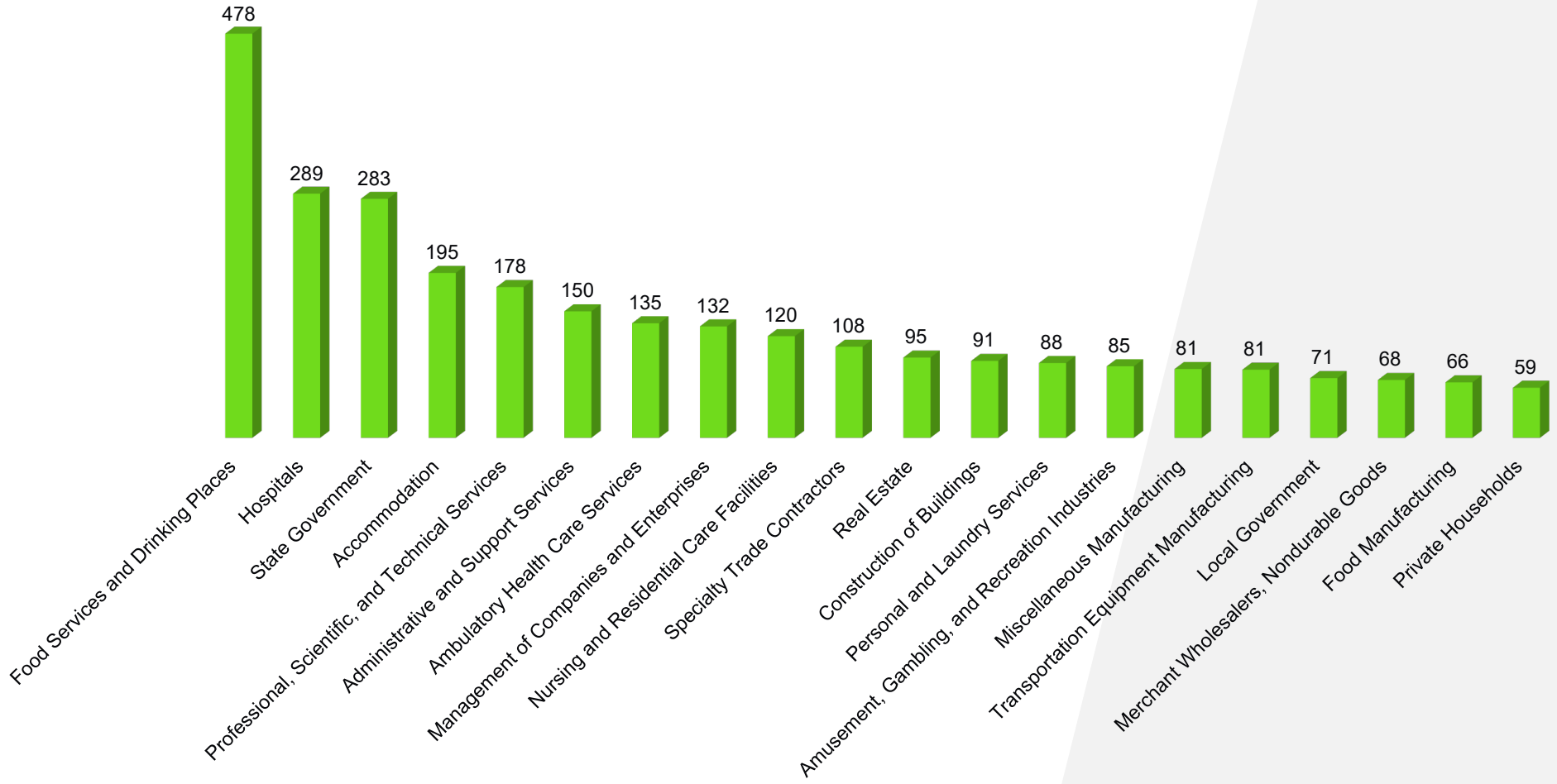
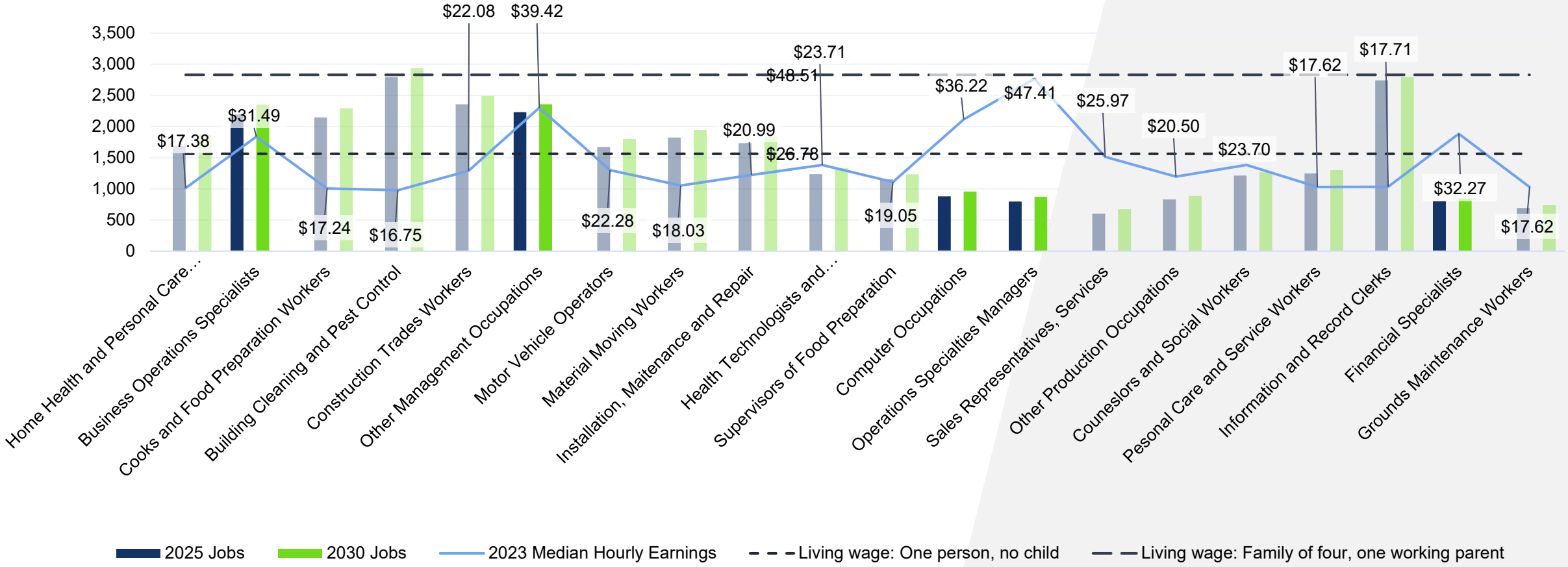
Fastest Growing Industry Sectors
Projected 2025-2030



Source: U.S. Bureau of Labor Statistics: Lightcast, 2025 Q1
Industries displayed by 3-digit NAICS code

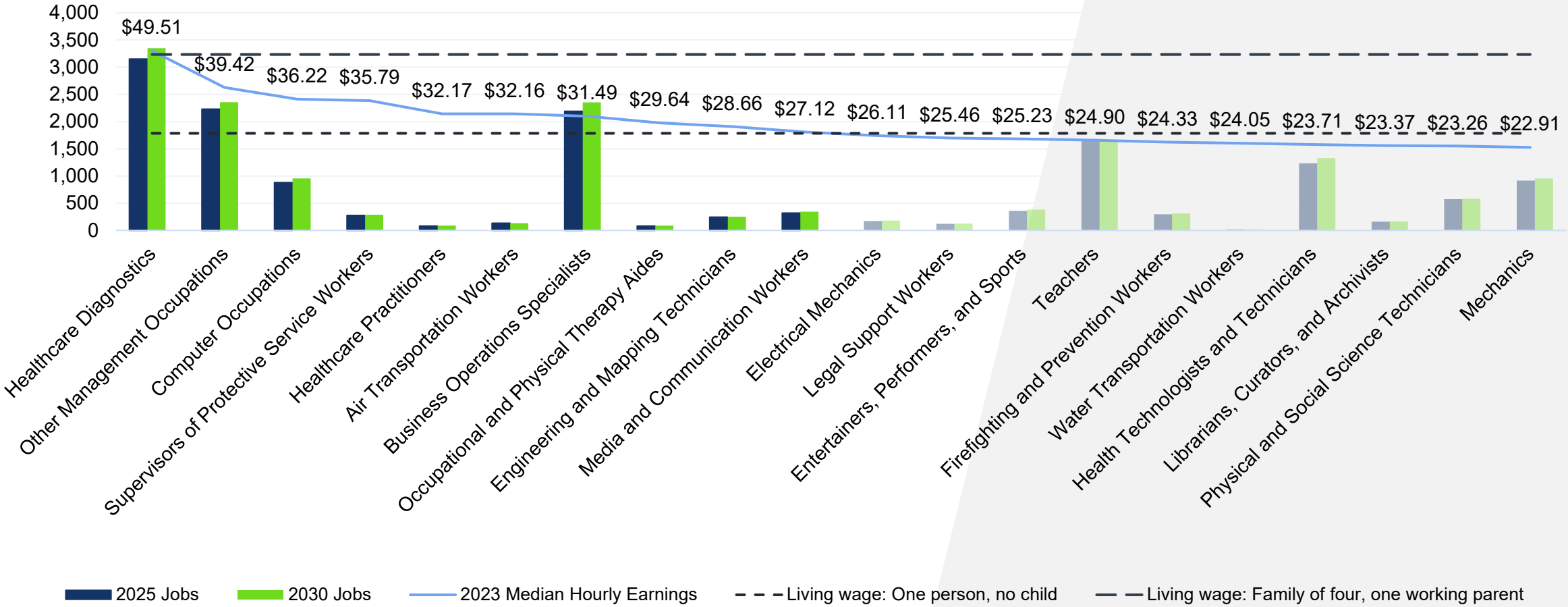
Fastest Growing Occupations Projected 2025-2030

Requiring HS diploma, some college or credential



Source: U.S. Bureau of Labor Statistics: Lightcast, 2025 Q1
Living wage source: MIT Living Wage Calculator, https://livingwage.mit.edu/
Occupations displayed by 3-digit SOC code

Highest Paying Occupations
Projected 2025-2030
Requiring some college, credential or associates degree



Source: U.S. Bureau of Labor Statistics: Lightcast, 2025 Q1
Living wage source: MIT Living Wage Calculator, https://livingwage.mit.edu/
Occupations displayed by 3-digit SOC code

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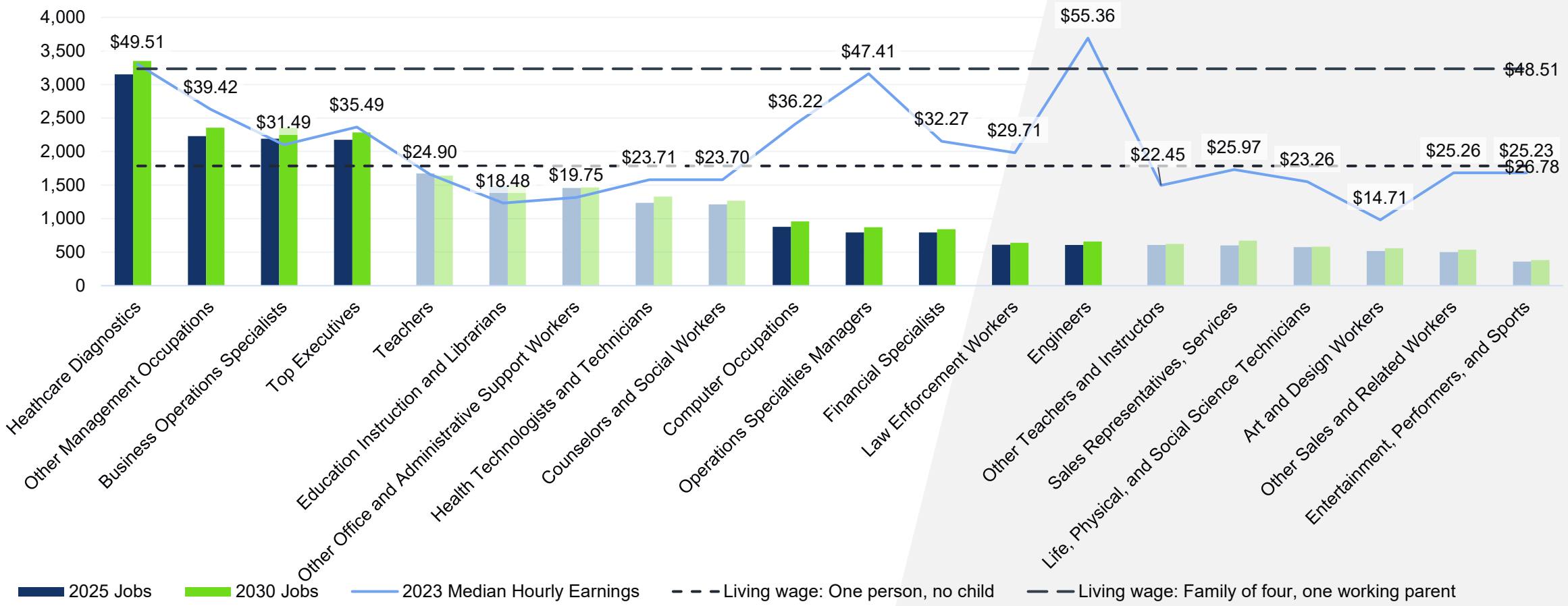
Largest Occupations Projected 2025-2030

Requiring a bachelors degree



Source: U.S. Bureau of Labor Statistics: Lightcast, 2025 Q1
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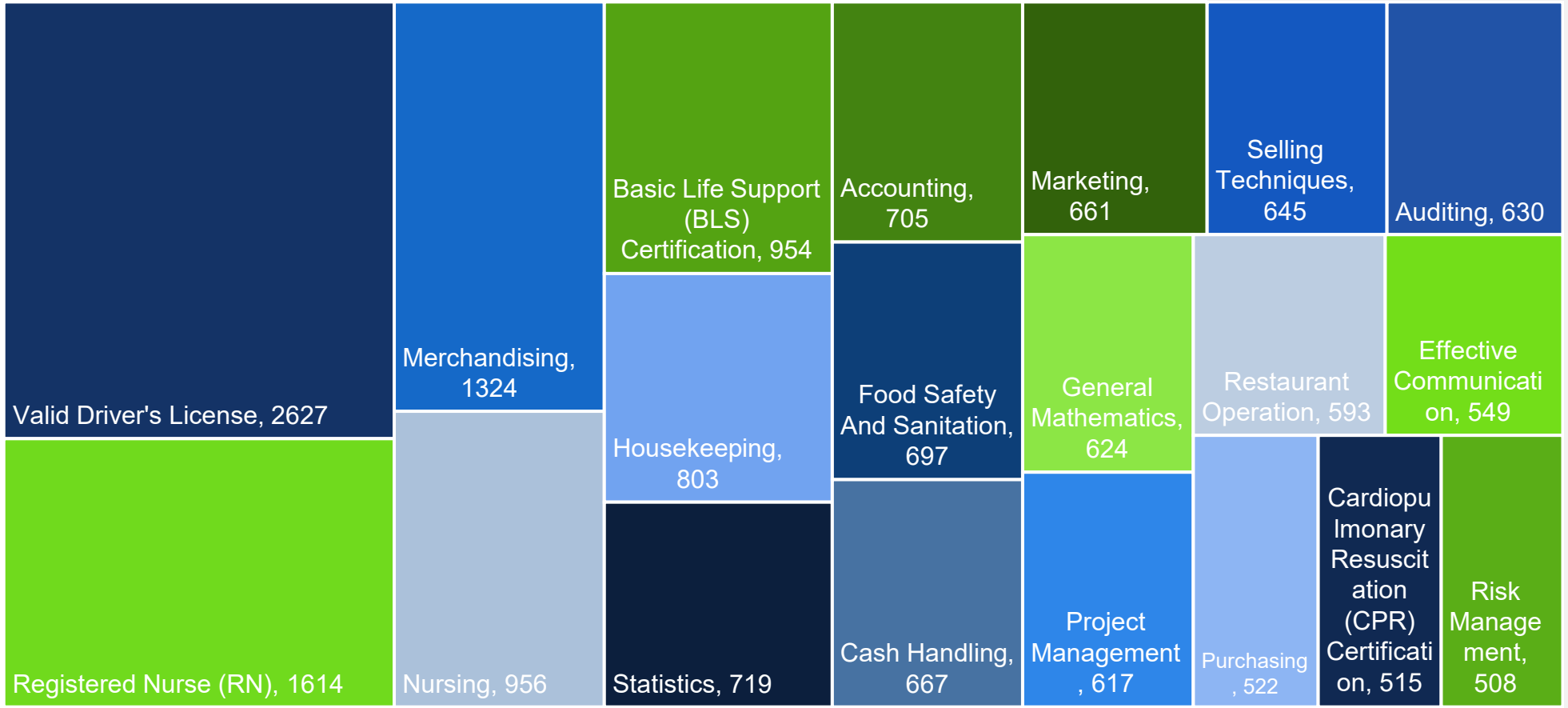
Occupations displayed by 3-digit SOC code

High-Demand Specialized and Certificate Skills

Posted January 2024-January 2025



Source: U.S. Bureau of Labor Statistics, Lightcast
Skills listed in digital postings January 2024-January 2025

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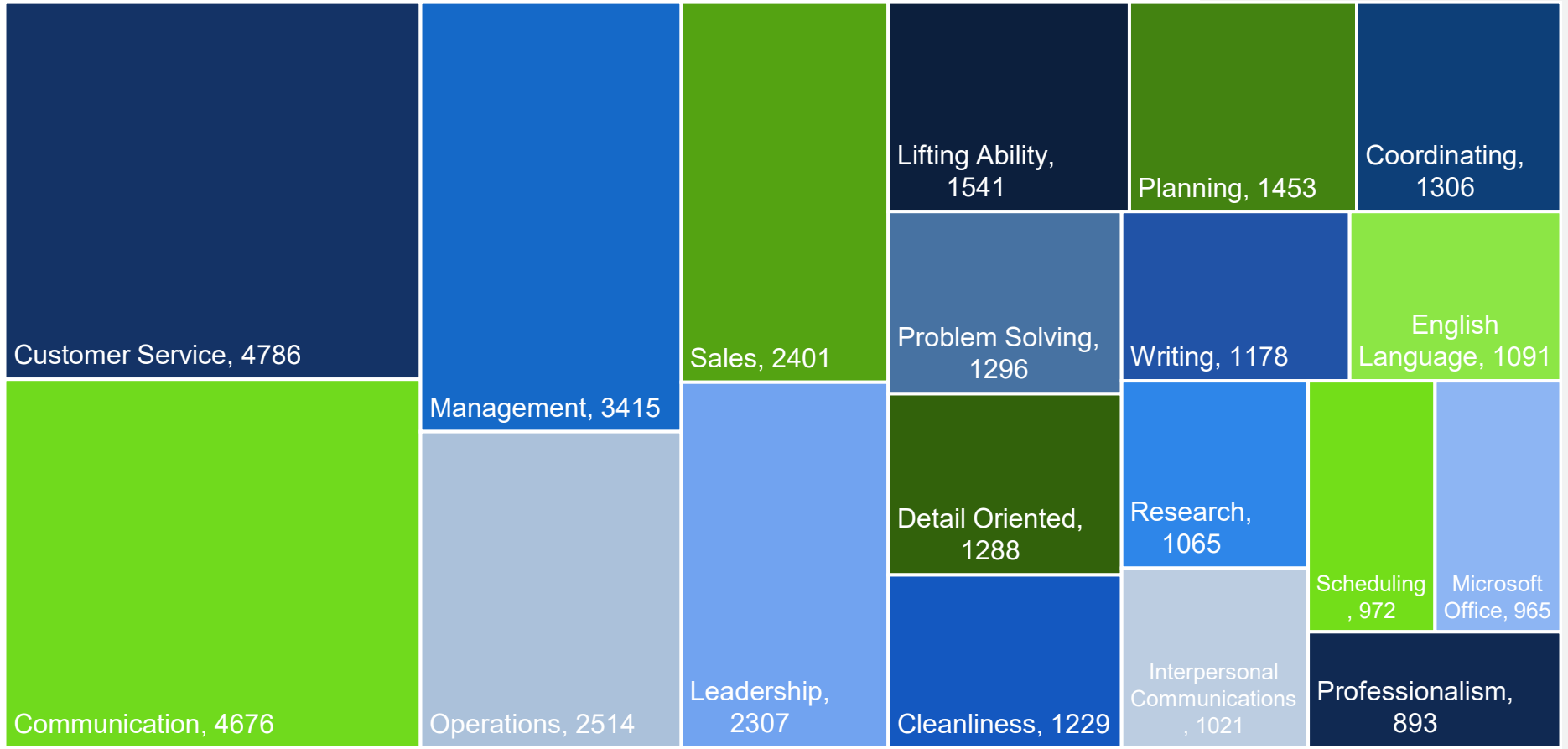
High-Demand Software and Common Skills

Posted January 2024-January 2025



Source: U.S. Bureau of Labor Statistics, Lightcast
Skills listed in digital postings January 2024-January 2025

High-demand Pathways with Common Skills

Key Equity Strategy : Ensure workers can articulate the transferable skills they have learned

Verbal and written communication
Digital Literacy/MOS
Basic Math
Management/Supervision
Data Entry

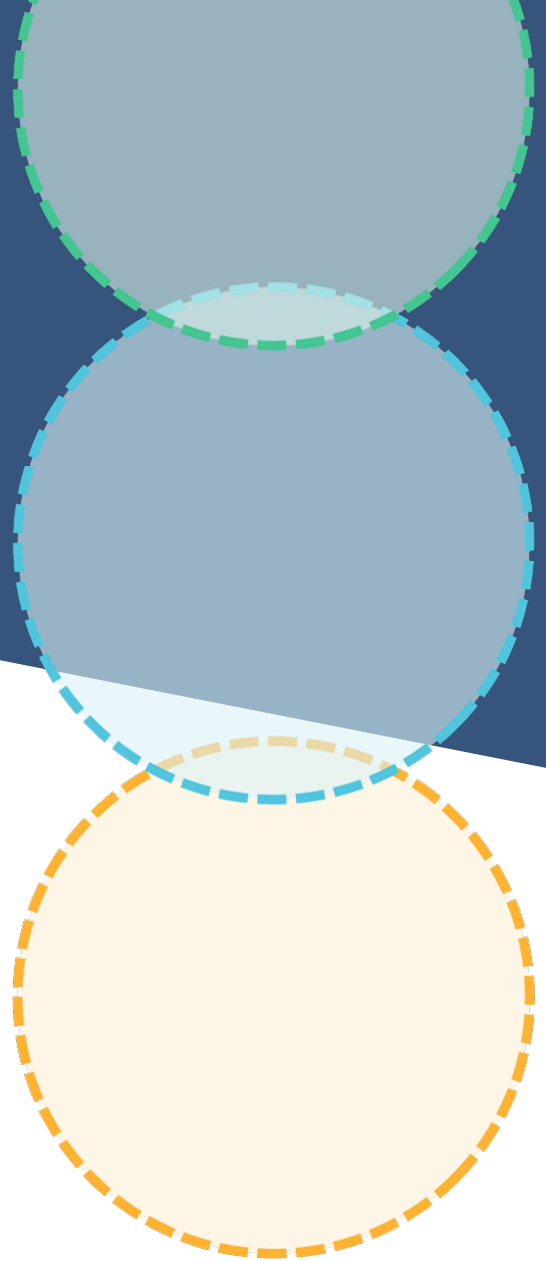
Verbal and written communication
Digital Literacy/MOS
Basic Math
Management/Supervision
Data Entry

Verbal and written communication
Digital Literacy/MOS
Basic Math
Management/Supervision
Data Entry

BUS110 Business Communications	Test for	Microsoft Office Specialist (MOS)
CIS220 Computer Networking	Test for	CompTIA Network+ Credential
ENGR23 Engineering Graphics/ MFG210	Test for	Solidworks Associate Exam or Autodesk AutoCAD
WLD53 Arc Welding	Test for	AWS® QC7 - National Welder Certification
CBST180 Solar System Design & Installation	Test for	North America Board of Certified Energy Practitioners Associate Exam
CMST 3 Group Communication	Test for	RISE Up Customer Service/Sale/Supervisor Credential

Industry Credentials are most available for construction, manufacturing, healthcare, administration/management career clusters. Here you'll find a sample of typical college classes and corresponding industry credentials that will add value to the student in the labor market.

Key Equity Strategy: Reduce barriers to access by providing testing at your campus for all credentials



Institutional Data

What does our educational labor supply look like & & how are leaners transitioning across educational pathways?

how is my institution supporting regional industry sectors & workers?

Enrollment by Career Cluster AY 2023-2024

	Adult School Enrollment		Noncredit Enrollment		Credit Enrollment	
Agriculture						
Construction						
Manufacturing						
Supply Chain & Transportation						
Business & Entrepreneurship						
Digital Technology						
Healthcare						
Hotel & Restaurant Management/Hospitality						
Energy & Natural Resources						

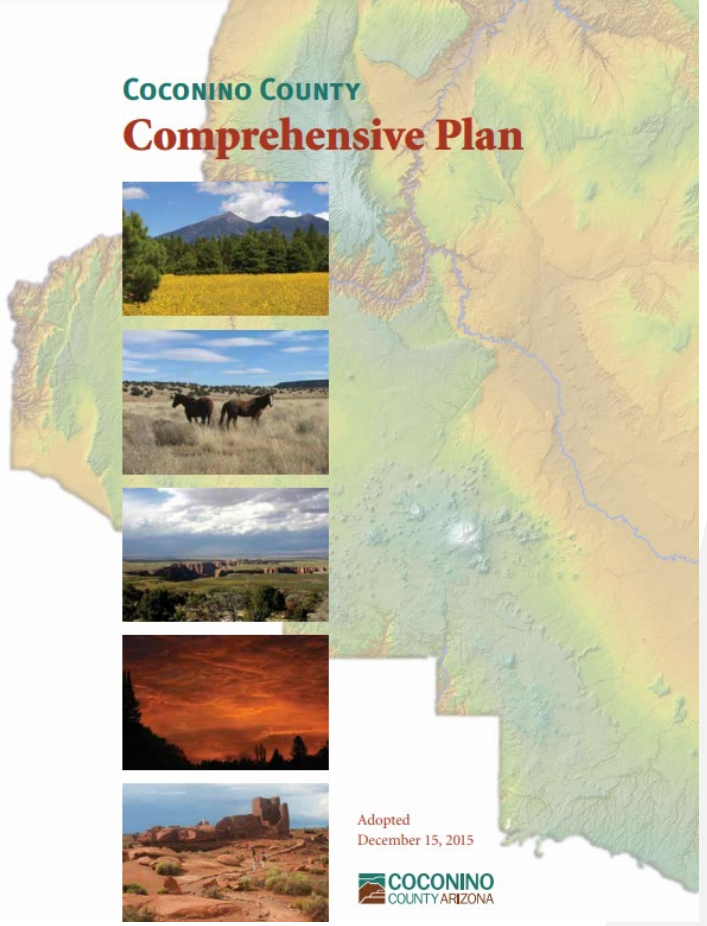
Source: College Institutional Research

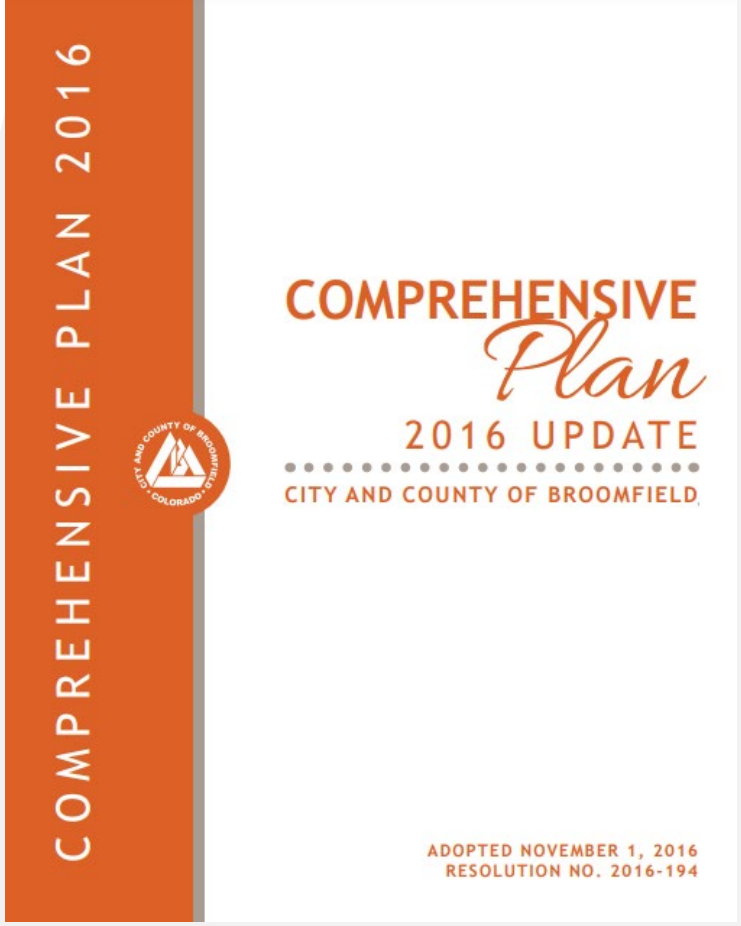
Completion by Career Cluster AY 2023-2024

	Adult School Enrollment		Noncredit Enrollment		Credit Enrollment	
Agriculture						
Construction						
Manufacturing						
Supply Chain & Transportation						
Business & Entrepreneurship						
Digital Technology						
Healthcare						
Hotel & Restaurant Management/Hospitality						
Energy & Natural Resources						

Source: College Institutional Research

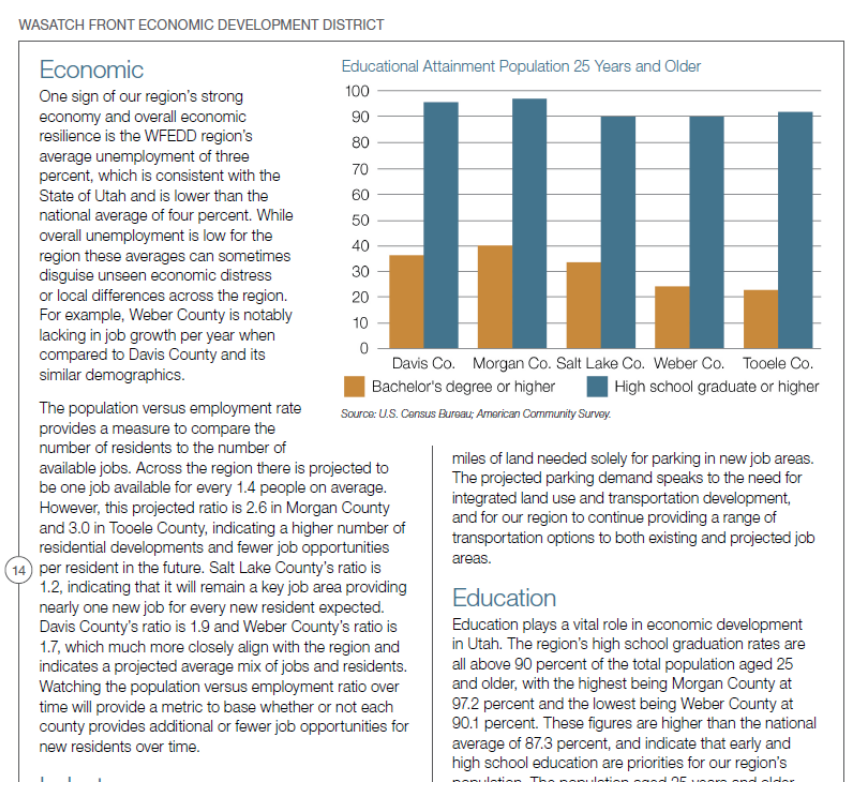
Partnerships & Resources for Understanding Regional Economic Priorities & Demand





Cities & Counties

- **County Comprehensive Plans:** Contain economic and workforce development sections with appendices of economic and labor market data. Priority sectors and occupations are identified in these documents. Contains listing of community stakeholders and the plans are derived using a participatory process.
- General Plans are located on your local county website.
- Many are currently working on Vision 2040 plans to update and guide the 10-year comprehensive plans



WASATCH FRONT ECONOMIC DEVELOPMENT DISTRICT

Economic

One sign of our region's strong economy and overall economic resilience is the WFEDD region's average unemployment of three percent, which is consistent with the State of Utah and is lower than the national average of four percent. While overall unemployment is low for the region these averages can sometimes disguise unseen economic distress or local differences across the region. For example, Weber County is notably lacking in job growth per year when compared to Davis County and its similar demographics.

Educational Attainment Population 25 Years and Older

Source: U.S. Census Bureau; American Community Survey.

The population versus employment rate provides a measure to compare the number of residents to the number of available jobs. Across the region there is projected to be one job available for every 1.4 people on average. However, this projected ratio is 2.6 in Morgan County and 3.0 in Tooele County, indicating a higher number of residential developments and fewer job opportunities per resident in the future. Salt Lake County's ratio is 1.2, indicating that it will remain a key job area providing nearly one new job for every new resident expected. Davis County's ratio is 1.9 and Weber County's ratio is 1.7, which much more closely align with the region and indicates a projected average mix of jobs and residents. Watching the population versus employment ratio over time will provide a metric to base whether or not each county provides additional or fewer job opportunities for new residents over time.

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miles of land needed solely for parking in new job areas. The projected parking demand speaks to the need for integrated land use and transportation development, and for our region to continue providing a range of transportation options to both existing and projected job areas.

Education

Education plays a vital role in economic development in Utah. The region's high school graduation rates are all above 90 percent of the total population aged 25 and older, with the highest being Morgan County at 97.2 percent and the lowest being Weber County at 90.1 percent. These figures are higher than the national average of 87.3 percent, and indicate that early and high school education are priorities for our region's

EDA designated EDD (CEDS region)

- **Comprehensive Economic Development Strategy (CEDS):** Five-year plan required by the Economic Development Administration, contains and economic background section with top industries occupations, and sociodemographic detail on employment, income, and housing. Includes all current and planned development projects. Contains CEDS Committee listing of community stakeholders and participatory process.
- Located online at the Economic Development District organization.
- Nationwide CEDS Link

Workforce Development Board Plans

- **WIOA Local Workforce Area Plans:** Contain demographic data. Target populations and occupations are identified in these documents. Contains priorities for the local Workforce Development Board (WDB) and One-stop systems including investments across dislocated worker and out-of-school youth programs.
- Located on the regional Workforce Development Board website.

Data Sources

- MIT Living Wage Calculator
- Unemployment information from U.S. BLS
- Find in-demand skills and industry credentials from O*Net
- Worker and community demographics, and socio-economic data from the US Census Bureau
- Economic and labor market data featuring largest sectors, jobs and high-impact skills from Lightcast
- American Indian community data from Federal Reserve Bank of Minneapolis Center for Indian Country Development
- Institutional enrollment and completion data from local college institutional research

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Thank You!

For additional information or questions, please contact the Center for Economic Mobility or Alexandria M. Wright, Ph.D. awright@wested.org