



MCC CTE Marketing Priorities

OVERVIEW

Each year, in response to the rapidly changing regional economy the Maricopa Community College Workforce Development Office coordinates with the Arizona Commerce Authority (ACA) [Office of Economic Opportunity](#) (OEO) to determine changes to regional industry priorities and emerging trends. OEO exists to consolidate and improve analytic capacity for the state with the goal of tracking Arizona's key economic indicators. OEO provides publicly accessible rankings for industries across the state and local workforce areas (county level) that are expected to have the greatest employment and wage growth.

The [Arizona Industry Ranking \(click link\)](#) provides a starting point for MCC to align our growth strategies with the interests of the State of Arizona. Flexibility to support emerging local workforce needs to be maintained and thus other sources for establishing priorities should be considered. The Maricopa Community College Workforce Development Office also collects priorities of the Governor's Office, Workforce Arizona Council, City of Phoenix and Maricopa Workforce Investment Boards, Department of Education, and the Greater Phoenix Economic Council for consideration and prioritization.

MCC PROCESS

1. Starting with the OEO priority industry ranking, the Office of the Deans of Instruction will use the [North American Industry Classification System \(NAICS\)](#) to align MCC CTE program pages with their respective OEO identified industries.
2. Those programs that fall within identified OEO priority industries will be the starting point for recommending MCC CTE marketing priority.
3. The Office of the Deans of Instruction will provide a first draft of MCC CTE Marketing priorities which may exclude or add programs due to known capacity limitations, college priorities or regional collaborations.
4. OPDs and/or Chairs may recommend other programs be excluded from marketing priority when it is anticipated that additional marketing effort may not yield enrollment growth. Reasons may include:
 - a. Student demand exceeds program capacity.
 - b. Faculty or space limitations restrict growth opportunity
5. OPDs and/or Chairs may provide additional rationale and request higher marketing priority for specific programs on a case-by-case basis with the understanding that marketing resources are limited and not all requests will result in increased prioritization. consideration.



PROPOSED 2021-2022 MCC CTE MARKETING PRIORITIES

In-demand State of Arizona industries are [highlighted in blue](#). Program landing pages are hyperlinked under their respective industries.

Arizona Industry Rankings	MCC CTE Marketing Priorities
1. Construction (NAICS 23)	Construction Trades
2. Health care and social assistance (NAICS 62)	Biomedical Equipment Technology
	Emergency Medical Technology
	Nurse Assisting
	Paramedicine
	Veterinary Technology
3. Professional and technical services (NAICS 54)	Business
	Business and Organizational Management
	Entrepreneurial Studies
	Marketing
	Project Management
4. Information Technology (NAICS 54)	Computer Information Systems
	Desktop Support
	Networking and Security
	Programming and Mobile Applications
	Video Game Production
	Web Design and Development
5. Finance and insurance (NAICS 52)	Accounting, Banking, and Finance
	Insurance
6. Manufacturing (NAICS 31-33)	Automated Industrial Technology
	Computer Assisted Design and Drafting
	Electronics Technology
	Manufacturing
	Welding



9. Real estate and rental and leasing (NAICS 53)	<u>Real Estate and Real Estate Appraisal</u>
12. Other services, except public administration (NAICS 81)	<u>Automotive Service</u>
	<u>Beauty and Wellness</u>
13. Education services (NAICS 61)	<u>Early Childhood Education</u>
	<u>Education</u>
16. Information (NAICS 51)	<u>Journalism</u>
	<u>Music Industry Studies</u>
18. Agriculture, forestry, fishing, and hunting (NAICS 11)	<u>Agriculture</u>
	<u>Landscape Horticulture</u>
7. Transportation and warehousing (NAICS 48-49)	No programs
8. Administrative and waste services (NAICS 56)	No programs
10. Wholesale trade (NAICS 42)	No programs
11. Retail trade (NAICS 44-45)	No programs
14. Arts, entertainment, and recreation (NAICS 71)	No programs
15. Mining, quarrying, and oil and gas extraction (NAICS 21)	No programs
17. Management of companies and enterprises (NAICS 55)	No programs
19. Utilities (NAICS 22)	No programs

Industries not included in the Arizona Industry Ranking	<u>Administration of Justice</u>
	<u>Emergency Response Management</u>
	<u>Fire Science</u>



**Programs excluded from the in-demand
State of Arizona industries list**

Caterpillar Technician - cohort capacity determined by industry partner (Empire Southwest) need - Construction (NAICS 23)

Dental - cohort at capacity/waitlist - Health care and social assistance (NAICS 62)

Computer Assisted Design and Drafting - possible consolidation to GWCC Professional and technical services (NAICS 54)

Fashion Design and Merchandising - possible consolidation to PC Manufacturing (NAICS 31-33)

Nursing - cohort at capacity/waitlist Health care and social assistance (NAICS 62)