

BUSINESS & ENTREPRENEURSHIP

Imperial County 2022



DID YOU KNOW?

Entrepreneurs reported the following skills to be most useful when starting a business: social media, marketing, accounting, Information Technology (IT), and employee recruiting.



5% (279)

5-year projected
job growth



\$48,708

average earnings
per job



**Sample of Local
Associations,
Chambers
& Employer
Resources**

Wells Fargo

Imperial Chamber
of Commerce

First Foundation
Bank

Payless Auto
Insurance Broker

Stewart Title
Guaranty Company

Farmers Insurance

El Centro Chamber
of Commerce

Imperial Valley
Small Business
Development Center

ARE YOU INTERESTED IN...?

- Owning your own business
- Using software to track taxes, investments, and assets
- Managing a team of employees
- Working with financial records to make sure everything adds up
- Understanding how local, state, national and global economies work

DO YOU...?

- Enjoy working with numbers
- Like to read business/financial information
- Like making presentations
- Like to follow the stock market
- Want to develop skills that are transferable to any business
- Enjoy solving problems



CAREER PATHWAYS & SALARY INFO

| Minimum Education | Career Pathways | Hourly Rate (Salary)* |
|---|---|-----------------------|
| HS Diploma + Postsecondary Training (e.g., Certificate) | Customer Service Representatives | \$14 (\$29K) |
| | Billing and Posting Clerks | \$14 (\$29K) |
| | First-Line Supervisors of Office and Administrative Support Workers | \$20 (\$42K) |
| | Executive Secretaries and Executive Administrative Assistants | \$27 (\$56K) |
| Associate Degree or Higher | Human Resources Assistants | \$16 (\$33K) |
| | Training and Development Specialists | \$22 (\$46K) |
| | Accountants and Auditors | \$25 (\$52K) |
| | Marketing Managers | \$28 (\$58K) |

*Entry-level hourly rates have been rounded up and salaries are provided as examples of what workers would make if they worked full-time (2080 hours a year)

NOT SURE WHAT YOU'RE INTERESTED IN?

Take the Interest Profiler on the California Career Zone (<https://www.cacareerzone.org/ip/>)! It will help you explore goals based on your interests. A career counselor at your school can help you further assess your career interests.

HOW TO FIND OUT MORE ABOUT CAREERS

- Talk to your teachers and counselors about career exploration, career pathways at your school, and community college career education programs.
- Talk to family, neighbors, and mentors about their education path and about how they chose their career.
- To find the programs at the community colleges that align to the high school CTE pathways, visit <https://programfinder.com/>.
- To learn about the career education programs offered at the community colleges, visit <https://careered.org/college-program-finder/>.



Visit CareerEd.org to find community college programs in Business & Entrepreneurship.