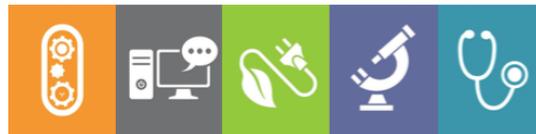


In-Demand Jobs Occupational Profiles: Design Requirements

San Diego Workforce Partnership, August 2016

This year's profiles will contain all of the information on the enclosed "Home Health Aide" example (see page 2), in addition to the following:

- Indication of career advancement potential (still determining the best way to measure/show this)
- Indication of whether or not there are certified apprenticeships available for that occupation (maybe just a logo?)
- Top 2-3 hiring difficulties for employers
 - o This may be shown as % of interviewed employers who had trouble finding people with relevant work experience, desired education level, etc.
 - o We may also just want to have a symbol (star, exclamation point...) that we place next to these pieces of information as they are displayed elsewhere in the profile (rather than give this information its own space).
- Add symbols somewhere (top right?) to identify which priority sectors where job might be found.
Priority sectors symbols:



Design Notes:

- These profiles will be used like a catalogue for job seekers. It should be easy to visually scan the page for key information that can rule an occupation in/out.
 - o Various sections, call outs, strategic use of images and graphs
 - o There should never be a graphic that is identical on every single profile—this doesn't give the reader any usable information
 - o Want to use images that add meaning to the data, rather than just for clip art's sake
 - o For example, we can use a 5-point visual scale for educational attainment (e.g., 1 diploma=no high school, 2=HS diploma, 3=associates or other certification, etc.)
 - o Next to projected employment, maybe an up/down arrow indicating whether the occupation is growing or shrinking, and colored on a scale to indicate how much or how quickly. Or instead of color, arrow could be thicker/thinner as appropriate.
 - o Highlight the numbers, add any descriptions in smaller text
- We want it to feel less like reading text straight down the page and less tabular
- Instead of a general list of "fast facts," they could be grouped into sections of related information
- The occupational tasks section can be shortened, so don't need to reserve a ton of space for that

Home Health Aide

Standard Occupational Code: 31-1011

Other Job Title(s): Home Health Aide, Caregiver, Home Health Assistant

Description: Provide routine individualized health care such as changing bandages and dressing wounds, and applying topical medications to the elderly, convalescents, or persons with disabilities at the patient's home or in a care facility. Monitor or report changes in health status. May also provide personal care such as bathing, dressing and grooming of patient.

Fast Facts	San Diego County		
Current Employment (2013)		7,644	
Projected Employment (2018)		9,157	
Growth Rate (2013-2018)		20%	
Average Annual Openings (2013-2018)		470	
Hourly Pay Range (San Diego)		\$9.47 Entry-level	\$10.85 Median
Typical Educational Attainment		Less than high school	

Top Skills and Competencies

Technical	Non-Technical
Home Health	English
Toileting	Clerical Duties
Home Care	Communication
Meal Preparation	Organization
Patient Bathing	Spanish

Occupational Tasks

- Maintain records of patient care, condition, progress, or problems to report and discuss observations with supervisor or case manager.
- Check patients' pulse, temperature and respiration.
- Provide patients with help moving in and out of beds, baths, wheelchairs or automobiles and with dressing and grooming.
- Care for patients by changing bed linens, washing and ironing laundry, cleaning or assisting with their personal care.
- Entertain, converse with, or read aloud to patients to keep them mentally healthy and alert.
- Administer prescribed oral medications, under the written direction of physician or as directed by home care nurse or aide and ensure patients take their medicine.
- Plan, purchase, prepare or serve meals to patients or other family members, according to prescribed diets.
- Accompany clients to doctors' offices or on other trips outside the home, providing transportation, assistance and companionship.