Office Technology Occupations

Labor Market Analysis: Imperial County

May 2021

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
🟢 **Proceed with New Program**	☑ ☒	☑ ☒	☐ Bachelor's Degree ☐ Associate Degree ☐ Some College or Certificate ☑ HS Diploma or Equivalent ☐ Less than a HS Diploma ☐ Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	**NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING**	**NUMBER OF ANNUAL JOB OPENINGS**	
☑ ☒	MEDIUM	HIGH	

This brief provides labor market information about *Office Technology Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Office Technology Occupations* include "Customer Service Representatives," "Executive Secretaries and Executive Administrative Assistants," "Medical Secretaries and Administrative Assistants," "Secretaries and Administrative Assistants, Except Legal, Medical, and Executive," and "Tellers." According to available labor market information, *Office Technology Occupations* in Imperial County have a labor market demand of 180 annual job openings (while average demand for a single occupation in Imperial County is 14 annual job openings), and one college in Imperial County supplies 23 awards for these occupations, suggesting that there is a supply gap in the labor market. Entry-level wages and median wages for these occupations are above the living wage. This brief recommends proceeding with a new program or program modification because 1) entry-level and median earnings are above the living wage and 2) a supply gap may exist.

Introduction

This report provides labor market information in Imperial County for the following occupational codes in the Standard Occupational Classification (SOC)[1] system:

- **Customer Service Representatives** (SOC[2] 43-4051): Interact with customers to provide basic or scripted information in response to routine inquiries about products and services. May handle and resolve general complaints. Excludes individuals whose duties are primarily installation, sales, repair, and technical support.

- **Executive Secretaries and Executive Administrative Assistants** (SOC 43-6011): Provide high-level administrative support by conducting research, preparing statistical reports, and handling information requests, as well as performing routine administrative functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings. May also train and supervise lower-level clerical staff.

- **Medical Secretaries and Administrative Assistants** (SOC[3] 43-6013): Perform secretarial duties using specific knowledge of medical terminology and hospital, clinic, or laboratory procedures. Duties may include scheduling appointments, billing patients, and compiling and recording medical charts, reports, and correspondence.

- **Secretaries and Administrative Assistants, Except Legal, Medical, and Executive** (SOC 43-6014): Perform routine administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers.

- **Tellers** (SOC[4] 43-3071): Receive and pay out money. Keep records of money and negotiable instruments involved in a financial institution's various transactions.

For the purpose of this report, these occupations are referred to as *Office Technology Occupations*.

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[1] The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. bls.gov/soc.
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Projected Occupational Demand

Between 2020 and 2025, *Office Technology Occupations* are projected to increase by two net job or zero percent (Exhibit 1a). Employers in Imperial County will need to hire 180 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.
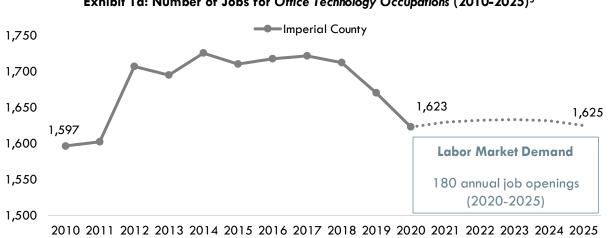
Exhibit 1a: Number of Jobs for *Office Technology Occupations* (2010-2025)[5]

Exhibit 1b disaggregates the projected number of jobs change by occupation. "Secretaries and Administrative Assistants, Except Legal, Medical, and Executive" are projected to have the most labor market demand between 2020 and 2025, with 71 annual job openings.

Exhibit 1b: Number of Jobs for *Office Technology Occupations* in Imperial County (2020-2025)[6]

Occupational Title	2020 Jobs	2025 Jobs	2020 - 2025 Net Jobs Change	2020- 2025 % Net Jobs Change	Annual Job Openings (Demand)
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	691	691	0	0%	71
Customer Service Representatives	425	430	5	1%	52
Medical Secretaries and Administrative Assistants	236	258	22	9%	30
Tellers	192	177	-15	-8%	19
Executive Secretaries and Executive Administrative Assistants	79	69	-10	-13%	8
Total	1,623	1,625	2	0%	180

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[5] EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.
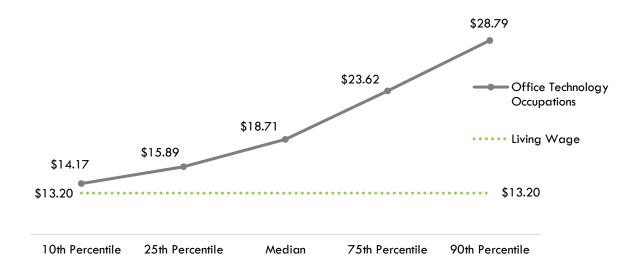[6] EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

Earnings

Exhibit 2b disaggregates the hourly earnings by occupation. Entry-level hourly earnings for *Office Technology Occupations* range from $12.75 to $26.27 (Exhibit 2a).

Exhibit 2a: Hourly Earnings for *Office Technology Occupations* in Imperial County[7]

Occupational Title	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Executive Secretaries and Executive Administrative Assistants	$26.27	$29.09	$32.46
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	$13.91	$18.00	$24.62
Medical Secretaries and Administrative Assistants	$13.43	$16.00	$19.03
Tellers	$13.08	$15.44	$18.05
Customer Service Representatives	$12.75	$14.99	$23.94

On average, the entry-level hourly earnings for *Office Technology Occupations* are $15.89; this is more than the living wage for a household of two adults and two school-age children in Imperial County, which is $13.20 per hour (Exhibit 2b).[8]

Exhibit 2b: Average Hourly Earnings[9] for *Office Technology Occupations* in Imperial County[10]

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.[11] There are three TOP codes and six CIP codes related to *Office Technology Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Office Technology Occupations*

TOP or CIP Code	TOP or CIP Program Title
TOP 0514.00	Office Technology/Office Computer Applications
TOP 0518.00	Customer Service
TOP 0702.10	Software Applications
CIP 11.0601	Data Entry/Microcomputer Applications, General
CIP 11.0602	Word Processing
CIP 52.0401	Administrative Assistant and Secretarial Science, General
CIP 52.0407	Business/Office Automation/Technology/Data Entry
CIP 52.0408	General Office Occupations and Clerical Services
CIP 52.0411	Customer Service Support/Call Center/Teleservice Operation

According to TOP data, one community college supplies the region with awards for this occupation, Imperial Valley College. According to CIP data, no non-community-college institution supplies the region with awards (Exhibit 4).

Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2014-15 through PY2018-19 Average)

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
0514.00	Office Technology/Office Computer Applications	23	0	23
	• Imperial Valley	23	0	
			Total	23

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply[12] suggests that there is a supply gap for this occupation in Imperial County, with 180 annual openings and 23 awards. Comparatively, there are 75,585 annual openings in California and 4,605 awards, suggesting that there is a supply gap across the state[13] (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	180	23	**157**
California	75,585	4,605	**70,980**

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.
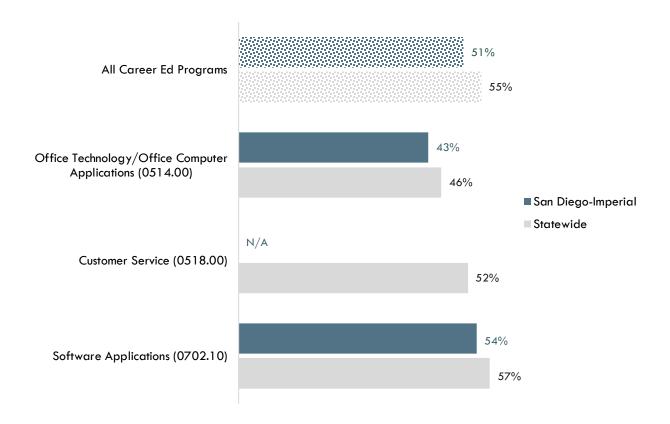
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[12] Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.
[13] "Supply and Demand," Centers of Excellence Student Outcomes, coeccc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 43 to 54 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Office Technology Occupations*, compared to 46 to 57 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).[14]

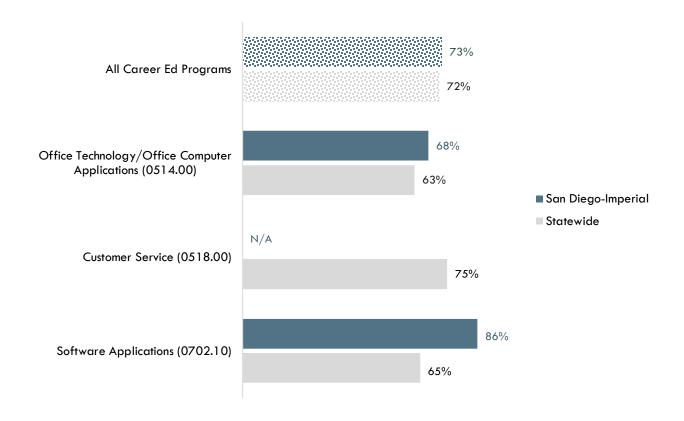**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2017-18[15]**

Program	San Diego-Imperial	Statewide
All Career Ed Programs	51%	55%
Office Technology/Office Computer Applications (0514.00)	43%	46%
Customer Service (0518.00)	N/A	52%
Software Applications (0702.10)	54%	57%

According to the California Community Colleges LaunchBoard, 68 to 86 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Office Technology Occupations*, compared to 63 to 75 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).[16]

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2016-17[17]

[16] "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.
[17] Most recent year with available data is Program Year 2016-17. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 162 online job postings per year for *Office Technology Occupations* in Imperial County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1b). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.
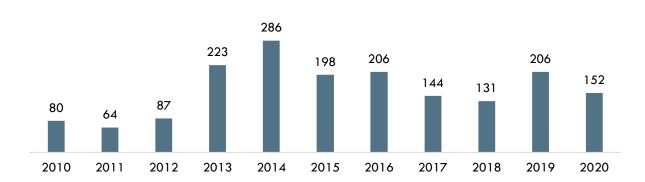
Exhibit 7: Number of Online Job Postings for *Office Technology Occupations* in Imperial County (2010-2020)[18]

Top Employers

Between January 1, 2018 and December 31, 2020, the top employers in Imperial County for *Office Technology Occupations* were Wells Fargo, Family Dollar Stores, Love's Travel Stops, Walgreens Boots Alliance, and Pioneers Memorial Healthcare District based on online job postings (Exhibit 8).

Exhibit 8: Top Employers in Imperial County for *Office Technology Occupations*[19]

Top Employers	
• Wells Fargo	• Enterprise Rent-A-Car
• Family Dollar Stores Incorporated	• AmeriPlan
• Love's Travel Stops	• Rain For Rent
• Walgreens Boots Alliance Inc	• Rabobank
• Pioneers Memorial Healthcare District	• Indian Health Service

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[18] Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.
[19] Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.
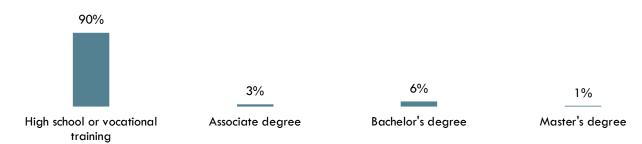
Education, Skills, and Certifications

The typical entry-level education for *Office Technology Occupations* is a high school diploma or equivalent (Exhibit 9a).[20]

Exhibit 9a: National Educational Attainment for *Office Technology Occupations*[21]

Occupational Title	Typical Entry-Level Education
Customer Service Representatives	High school diploma or equivalent
Executive Secretaries and Executive Administrative Assistants	High school diploma or equivalent
Medical Secretaries and Administrative Assistants	High school diploma or equivalent
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	High school diploma or equivalent
Tellers	High school diploma or equivalent

Based on online job postings between January 1, 2018 and December 31, 2020 in Imperial County, employers posted a high school or vocational training as the educational requirement for *Office Technology Occupations* (Exhibit 9b).[22]

Exhibit 9b: Educational Requirements for *Office Technology Occupations* in Imperial County[23]

High school or vocational training	Associate degree	Bachelor's degree	Master's degree
90%	3%	6%	1%

*May not add up to 100 percent due to rounding.

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[20] EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.
[21] EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.
[22] Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.
[23] "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. bls.gov/emp/tables/educational-attainment.htm.

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 10: Top Skills for *Office Technology Occupations* in Imperial County[24]

Specialized Skills	Soft Skills	Software Skills
• Customer Service	• Communication Skills	• Microsoft Word
• Administrative Support	• Organizational Skills	• Microsoft Excel
• Scheduling	• Physical Abilities	• Microsoft Office
• Retail Industry Knowledge	• English	• Speech Recognition
• Data Entry	• Typing	• Word Processing
• Sales	• Building Effective Relationships	• Microsoft PowerPoint
• Customer Contact	• Detail-Oriented	• Microsoft Outlook
• Physical Therapy	• Spanish	• Lotus Applications
• Product Sales	• Telephone Skills	• Backup Administration
• Appointment Setting	• Bilingual	• Lotus Notes
• Cash Handling	• Research	• SAP
• Dictation	• Multi-Tasking	• Microsoft Access
• Medical Terminology	• Problem Solving	• Social Media Platforms
• Repair	• Computer Literacy	• Automation Tools
• Administrative Functions	• Writing	• Enterprise Resource Planning

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[24] Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 11: Top Certifications for *Office Technology Occupations* in Imperial County[25]

Top Certifications in Online Job Postings
1. First Aid CPR AED
2. Security Clearance
3. Certified Medical Assistant
4. Licensed Vocational Nurse (LVN)
5. CA License
6. Registered Nurse
7. Home Health Aide
8. Basic Life Saving (BLS)
9. Typing Certification
10. Social Work License
11. Psychologist License
12. Massage Therapist Certification
13. Licensed Marriage and Family Therapist
14. Health Unit Coordinator
15. Critical Care Registered Nurse (CCRN)

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[25] Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.