

## Memorandum

**To:** Kailani Henry

**From:** Nora Seronello, Director, Center of Excellence (COE), Central Valley/Mother Lode Region

**Date:** December, 8, 2022

**Re:** Program endorsement request for Certificate of Completion in Strategic Management

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### Background

Bakersfield College requested labor market information for a Strategic Management certificate program for students who are interested in this field. The occupations provided by the college in this request were at the four-year and above degree level. Therefore, it was determined by the Central Valley/Mother Lode (CVML) Center of Excellence (COE) that this is an upskilling opportunity for students primarily in pursuit, or already in possession of, a BA/BS degree or higher. As a result, the COE opted to utilize the memo data analysis model for establishing demand.

Bakersfield College is encouraged to incorporate the findings of this report into its Strategic Management curriculum development process. The college should also include this program recommendation memo in their Regional Consortium application.

Additional occupational data is provided below for Strategic Management occupations in the South Central Valley/Southern Mother Lode (SCV/SML) subregion.

### Findings

#### *Demand Findings*

- Strategic Management occupations are: general and operations managers, managers, all other, sales managers, transportation, storage, and distribution managers, and property, real estate, and community association managers.
- Current and projected demand for these occupations is high. In the SCV/SML subregion there are 2,187 projected annual openings distributed across the five Strategic Management occupations.<sup>1</sup>
- The fastest-growing occupation in Strategic Management is general and operations managers, with an 9% projected growth rate across the region. When focusing on the seven SCV/SML subregion counties, this growth rate decreases slightly to 7%.
- Median wages for these occupations exceed the living wage of the SCV/SML subregion, which is \$11.91/hour for a single adult. The entry-level wages for Strategic Management occupations are:<sup>2</sup>
  - Transportation, Storage, and Distribution Managers - \$35.33/hour
  - General and Operations Managers - \$29.76/hour
  - Sales Managers - \$29.55/hour
  - Managers, All Other - \$25.48
  - Property, Real Estate, and Community Association Managers - \$14.79

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<sup>1</sup> Lightcast, 2022.4.

<sup>2</sup> Due to fluctuations in 10<sup>th</sup> percentile wages, 25<sup>th</sup> percentile wages have been used to describe entry-level wages.

- The typical entry-level education requirement for general and operations managers, managers, all other, sales managers, transportation, storage, and distribution managers, and property, real estate, and community association managers is a bachelor's degree. The typical entry-level education requirement for Transportation, Storage, and Distribution Managers and Property, Real Estate, and Community Association Managers is a high school diploma or equivalent.

**Job Postings Findings**

- The five Strategic Management occupations were in job postings data; these occupations resulted in 5,136 job postings between June 2022 and November 2022 in the South Central Valley/Southern Mother Lode subregion. It's important to note that the educational levels of these job postings indicated that 76% of employers required a bachelor's degree, 28% required a high school or vocational training, 16% required a master's degree, 10% required associate degree, and 2% required a doctoral degree. A job posting can indicate more than one education level; hence, the percentages shown may total more than 100%.
- Common occupations and job titles associated with Strategic Management occupations in online job postings are shown below.<sup>3</sup>

**Top 10 occupations**

- Managers, All Other
- General and Operations Managers
- Sales Managers
- Property, Real Estate, and Community Association Managers
- Storage and Distribution Managers
- Transportation Managers
- Security Managers
- Logistics Managers
- Supply Chain Managers
- Compliance Managers

**Top 10 job titles**

- Project Manager
- Operations Manager
- Property Manager
- Program Manager
- General Manager
- Operations Assistant Manager
- Territory Manager
- Territory Sales Manager
- Project Coordinator
- Sales Manager

- Job postings for Strategic Management occupations in the SCV/SML subregion indicated "budgeting" as the top skill. However, 50% of the top 10 specialized skills belong to the same skill cluster family: "business." Skills that are in the same skill cluster family suggest the skill sets are similar, and can be train for together.

**Top 10 specialized skills**

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| <ul style="list-style-type: none"> <li>• Budgeting</li> <li>• Scheduling</li> <li>• Project Management</li> <li>• Staff Management</li> <li>• Property Management</li> </ul> | <ul style="list-style-type: none"> <li>• Sales</li> <li>• Supervisory Skills</li> <li>• Repair</li> <li>• Operations Management</li> <li>• Sales Management</li> </ul> |
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<sup>3</sup> Burning Glass: [burning-glass.com/](https://burning-glass.com/)

- Of the 5,136 job postings, 1,929 contained certification data. The top certification required is a Project Management Certification.

#### **Top 5 certifications**

- Project Management Certification
- Project Management Professional (PMP)
- Security Clearance
- Six Sigma Certification
- Real Estate Certification

#### ***Supply Findings***

- During the academic years 2016-2019, 12 colleges in the Central Valley/Mother Lode region conferred a total of 121 average awards. The Taxonomy of Program (TOP) codes included at the four-digit level were: TOP Code 050500 – Business Management, without including bachelor's degree awards and 050500 – Business Management. The Classification of Instructional Programs (CIP) code, CIP Code 52.0201 - Business Administration and Management, General, adds an additional two colleges and another 6 average annual bachelor's degree awards.<sup>4</sup>
- Based on a comparison of occupational demand (i.e., annual openings) and supply (i.e., awards), there is an undersupply of 116 trained workers without a bachelor's degree in the region and an undersupply of 921 workers with a bachelor's degree in the South Central Valley/Southern Mother Lode subregion.

#### **Recommendation**

The Central Valley/Mother Lode Center of Excellence recommends that Bakersfield College work with the ICT/DM Regional Director, the college's advisory board, and local industry in the expansion of a program to address the shortage of Strategic Management workers in the subregion.

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<sup>4</sup> Integrated Postsecondary Education Data System (IPEDS)