

# Entrepreneurship Occupations

# Labor Market Information Report

# Ohlone College

## Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

**September 2021**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Entrepreneurship workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa counties). There is a projected annual gap of about 7,617 students in the Bay region and 1,861 students in the East Bay Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 0506.40 - Small Business and Entrepreneurship programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Ohlone College and in the region.

This report profiles Entrepreneurship Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Ohlone College.

* **General and Operations Managers (11-1021):** Plan, direct, or coordinate the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Excludes First-Line Supervisors.
  Entry-Level Educational Requirement: Bachelor’s degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 35%

## Occupational Demand

**Table 1. Employment Outlook for Entrepreneurship Occupations in Bay Region**

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| General and Operations Managers | 74,266 | 78,126 | 3,860 | 5% | 38,421 | 7,684 | $49 | $95 |
| **Total** | **74,266** | **78,126** | **3,860** | **5%** | **38,421** | **7,684** | **$49** | **$95** |
| Source: EMSI 2021.3 |

**Bay Region includes:** Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Entrepreneurship Occupations in East Bay Sub-region**

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| General and Operations Managers | 19,773 | 20,244 | 471 | 2% | 9,449 | 1,890 | $44 | $89 |
| **Total** | **19,773** | **20,244** | **471** | **2%** | **9,449** | **1,890** | **$44** | **$89** |
| Source: EMSI 2021.3 |

**East Bay Sub-Region includes:** Alameda, Contra Costa Counties

### Job Postings in Bay Region and East Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Aug 2020 - Jul 2021)**

| **Occupation** | **Bay Region** | **East Bay** |
| --- | --- | --- |
| General and Operations Managers | 20,774 | 4,350 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Entrepreneurship Occupations for latest 12 months (Aug 2020 - Jul 2021) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Operations Manager | 1,204 | Area Manager | 167 |
| General Manager | 545 | Business Manager | 131 |
| Operations Supervisor | 426 | Business Operations Manager | 121 |
| Operations Assistant Manager | 356 | Vice President Of Operations | 88 |
| Chief Of Staff | 270 | Assistant General Manager | 87 |
| Operations Coordinator | 212 | People Operations Manager | 85 |
| Product Owner | 201 | Vice President | 85 |
| District Manager | 181 | Product Operations Manager | 83 |
| Director Of Operations | 173 | Manager In Training | 78 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Entrepreneurship Occupations for latest 12 months (Aug 2020 - Jul 2021) East Bay Sub-Region**

| **Title** | **East Bay** | **Title** | **East Bay** |
| --- | --- | --- | --- |
| Operations Manager | 389 | Chief Of Staff | 41 |
| General Manager | 151 | Product Owner | 41 |
| Operations Supervisor | 149 | Manager In Training | 37 |
| Operations Assistant Manager | 140 | Regional Operations Manager | 33 |
| Operations Coordinator | 63 | Assistant General Manager | 29 |
| Area Manager | 61 | Auto Body General Manager | 20 |
| District Manager | 61 | Autonomous Vehicle Operations Supervisor | 19 |
| Director Of Operations | 54 | Merchandise Operations Leader Department Manager | 19 |
| Business Manager | 41 | Branch Operations Manager | 17 |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring Entrepreneurship Workers in Bay Region**

| **Industry – 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2020)** | **Jobs in Industry (2025)** | **% Change (2020-25)** | **% Occupation Group in Industry (2020)** |
| --- | --- | --- | --- | --- |
| Custom Computer Programming Services | 2,685 | 3,294 | 23% | 4% |
| Internet Publishing and Broadcasting and Web Search Portals | 2,720 | 3,294 | 21% | 4% |
| Corporate, Subsidiary, and Regional Managing Offices | 2,459 | 2,332 | -5% | 3% |
| Electronic Computer Manufacturing | 1,778 | 2,006 | 13% | 2% |
| Local Government, Excluding Education and Hospitals | 1,755 | 1,839 | 5% | 2% |
| Software Publishers | 1,328 | 1,681 | 27% | 2% |
| Computer Systems Design Services | 1,413 | 1,637 | 16% | 2% |
| Services for the Elderly and Persons with Disabilities | 1,165 | 1,468 | 26% | 2% |
| Administrative Management and General Management Consulting Services | 1,091 | 1,381 | 27% | 2% |
| Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) | 1,044 | 1,154 | 11% | 1% |
| Source: EMSI 2021.3 |

**Table 6. Top Employers Posting Entrepreneurship Occupations in Bay Region and East Bay Sub-Region (Aug 2020 - Jul 2021)**

| **Employer** | **Bay** | **Employer** | **East Bay** |
| --- | --- | --- | --- |
| Google Inc. | 375 | Dollar Tree | 102 |
| CVS Health | 341 | CVS Health | 98 |
| Facebook | 318 | Anthem Blue Cross | 58 |
| Microsoft Corporation | 301 | Facebook | 49 |
| Dollar Tree | 259 | Blue Cross Blue Shield of California | 48 |
| Anthem Blue Cross | 235 | Lucid Motors Inc | 43 |
| Amazon | 231 | DHL Express | 43 |
| Doordash | 223 | Workday, Inc | 40 |
| Gap Inc. | 220 | Tesla | 36 |
| Apple Inc. | 191 | University Of California | 33 |
| Source: Burning Glass |

## Educational Supply

There are 13 community colleges in the Bay Region issuing 67 awards on average annually (last 3 years ending 2018-19) on TOP 0506.40 - Small Business and Entrepreneurship. In the East Bay Sub-Region, there are six (6) community colleges that issued 29 awards on average annually (last 3 years) on this TOP code.

**Table 7. Community College Awards on TOP 0506.40 - Small Business and Entrepreneurship in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Noncredit** | **Total** |
| --- | --- | --- | --- | --- | --- |
| Alameda | East Bay | 0 | 1 | 0 | 1 |
| Canada | Mid-Peninsula | 2 | 1 | 0 | 3 |
| Chabot  | East Bay | 5 | 2 | 0 | 7 |
| De Anza | Silicon Valley | 0 | 4 | 0 | 4 |
| Diablo Valley | East Bay | 0 | 4 | 0 | 4 |
| Las Positas | East Bay | 2 | 2 | 0 | 4 |
| Los Medanos | East Bay | 6 | 4 | 0 | 10 |
| Merritt | East Bay | 0 | 3 | 0 | 3 |
| Napa | North Bay | 0 | 1 | 0 | 1 |
| San Francisco Ctrs | Mid-Peninsula | 0 | 9 | 0 | 9 |
| San Jose City | Silicon Valley | 2 | 5 | 0 | 7 |
| Santa Rosa | North Bay | 0 | 10 | 2 | 12 |
| Skyline | Mid-Peninsula | 0 | 2 | 0 | 2 |
| **Total** |  | **17** | **48** | **2** | **67** |
| Source: Data Mart |

*Note: The annual average for awards is 2016-17 to 2018-19.*

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 7,684 annual openings for the Entrepreneurship occupational cluster and 67 annual (3-year average) awards for an annual undersupply of 7,617 students. In the East Bay Sub-Region, there is also a gap with 1,890 annual openings and 29 annual (3-year average) awards for an annual undersupply of 1,861 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.40 - Small Business and Entrepreneurship**

| **Metric Outcomes** | **Bay****All CTE Programs** | **Ohlone****All CTE Programs** | **State 0506.40** | **Bay 0506.40** | **East Bay 0506.40** | **Ohlone 0506.40** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 73% | 74% | 71% | 60% | 56% | N/A |
| Median Annual Earnings for SWP Exiting Students | $44,575 | $85,809 | $28,740 | $39,182 | $30,342 | $66,074 |
| Median Change in Earnings for SWP Exiting Students | 30% | 31% | 31% | 18% | 30% | 33% |
| Exiting Students Who Attained the Living Wage | 53% | 50% | 52% | 73% | 46% | 39% |
| Source: Launchboard Strong Workforce Program Median of 2016-18. |

## Skills, Certifications and Education

**Table 9. Top Skills for Entrepreneurship Occupations in Bay Region (Aug 2020 - Jul 2021)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Budgeting | 5,586 | Strategic Planning | 1,510 |
| Operations Management | 5,256 | Salesforce | 1,240 |
| Project Management | 4,143 | Business Planning | 1,222 |
| Scheduling | 3,762 | Customer Contact | 1,214 |
| Customer Service | 2,916 | Software as a Service (SaaS) | 1,183 |
| Staff Management | 2,420 | Accounting | 1,168 |
| Key Performance Indicators (KPIs) | 2,069 | Change Management | 1,166 |
| Business Operations | 1,999 | Stakeholder Management | 1,158 |
| Retail Industry Knowledge | 1,962 | Supervisory Skills | 1,143 |
| Sales | 1,774 | Business Process | 1,135 |
| Product Management | 1,709 | SQL | 1,121 |
| Business Development | 1,701 | Performance Management | 1,077 |
| Onboarding | 1,621 | Business Acumen | 1,071 |
| Process Improvement | 1,595 | Quality Assurance and Control | 1,066 |
| Source: Burning Glass |

**Table 10. Certifications for Entrepreneurship Occupations in the Bay Region (Aug 2020 - Jul 2021)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Driver's License | 1,380 | Certified Information Systems Security Professional (CISSP) | 59 |
| Project Management Certification | 439 | ServSafe | 44 |
| Project Management Professional (PMP) | 237 | Certified ScrumMaster (CSM) | 44 |
| First Aid Cpr Aed | 134 | Certified in Production and Inventory Management (CPIM) | 39 |
| Six Sigma Certification | 111 | Cdl Class C | 39 |
| IT Infrastructure Library (ITIL) Certification | 79 | Lean Six Sigma Certification | 38 |
| Security Clearance | 77 | Certified Supply Chain Professional (CSCP) | 36 |
| Registered Nurse | 67 | Real Estate Certification | 35 |
| OSHA Forklift Certification | 63 | SANS/GIAC Certification | 32 |
| Series 7 | 62 | Certified Scrum Product Owner (CSPO) | 32 |
| Source: Burning Glass |

*Note: 84% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.*

**Table 11. Education Requirements for Entrepreneurship Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 2,384 | 18% |
| Associates degree | 391 | 3% |
| Bachelor's degree and higher | 10,864 | 79% |
| Source: Burning Glass |

## Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

## Sources

O\*Net Online
Labor Insight/Jobs (Burning Glass)
Economic Modeling Specialists International (EMSI)
CTE LaunchBoard www.calpassplus.org/Launchboard/
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
Living Insight Center for Community Economic Development
Chancellor’s Office MIS system

## Contacts

For more information, please contact:

• Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), leila@baccc.net

• John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544