

Program Endorsement Brief: 0835.60/Coaching
Coaching Certificate of Achievement
 Orange County Center of Excellence, January 2020

Summary Analysis

The Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to one, above middle-skill occupation: Coaches and Scouts (27-2022). Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree. **Although this occupation typically requires a bachelor's degree according to the Bureau of Labor Statistics (BLS), an analysis of online job postings throughout the region shows that employers overwhelmingly request a high school diploma or equivalent as the minimum education requirement.** While the national level educational attainment data suggests this occupation is middle-skill, local needs suggest it can be considered middle-skill. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data there appears to be a supply gap for Coaches and Scouts in the region. While the typical entry-level education and national level educational attainment data suggest this occupation is above middle-skill, local employers overwhelmingly request a high school diploma or equivalent in job postings throughout the region. **Furthermore, wages range from entry-level wages below the living wage to median wages above it. Therefore, the COE cautiously endorses this proposed program.** Reasons include:

Demand:

- Over the next five years, there is projected to be **1,826 jobs available annually** in the region due to new job growth and replacements, **which is more than the 18 awards conferred annually** by educational institutions in the region. It is cautionary that many of these positions are not full-time.
- The national-level educational attainment data indicates **25.9% of workers in the field have completed some college or an associate degree** as their highest level of education.
 - However, it is worth noting that employers in the recreation sub-sector throughout the region **typically request only a high school diploma or equivalent as the minimum education requirement** for this occupation. There were 3,119 online job postings related to Coaches and Scouts listed in the past 12 months. Of the 46% (1,434) of job postings listing a minimum education requirement in Los Angeles/Orange County, **95.7% (1,364) requested a high school diploma or vocational training and 4.3% (62) requested an associate degree.**
- **Entry-level hourly wages** for Coaches and Scouts are **\$14.55 in Los Angeles County and \$13.45 in Orange County**, both of which are **lower than each county's living wage.**
 - However, **median hourly wages** are **\$20.94 in Los Angeles County and \$19.33 in Orange County**, both of which **are above each county's living wage.**

Supply:

- There are **7 community colleges** in the region that have a coaching program, conferring an average of **14 awards annually** between 2016 and 2019.

- Between 2013 and 2016, there were an average of **4 awards conferred annually** in related training programs by non-community college institutions, all of which were generated by **Pepperdine University**.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for Coaches and Scouts. In Los Angeles/Orange County, the number of jobs related to this occupation is projected to increase by 11% through 2023. There will be more than 1,820 job openings per year through 2023 due to job growth and replacements

Exhibit 1: Occupational demand in Los Angeles and Orange Counties¹

Geography	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change	Annual Openings
Los Angeles	8,479	9,308	829	10%	1,321
Orange	3,012	3,449	437	15%	505
Total	11,491	12,757	1,266	11%	1,826

Wages—Typical entry-level and median hourly wages for Coaches and Scouts throughout the region are \$14.25 and \$20.48, respectively.² Entry-level wages for this occupation are lower than the California Family Needs Calculator hourly wage (living wage) for one adult in the region (\$15.04 in Los Angeles County and \$17.36 in Orange County)³. While entry-level wages are below the living wage, median wages for this occupation are \$20.94 in Los Angeles County and \$19.33 in Orange County, which is higher than the living wage estimates for each county. Experienced workers can expect to earn \$28.73 in Los Angeles County and \$26.32 in Orange County, which is higher than the California Family Needs Calculator wage estimates for each county. Regional average wages are similar to the average statewide wage of \$23.99 for this occupation. Wage information, by county, is included in Appendix A.

Job Postings—There were 3,119 online job postings related to Coaches and Scouts listed in the past 12 months. The highest number of job postings were for soccer coach, basketball coach, and volleyball coach. The top skills were: cardiopulmonary resuscitation (CPR), soccer, scheduling, concussion diagnosis/treatment, social media, and fundraising. The top three employers, by number of job postings, in the region were: Super Sports Starts, YMCA, and Young Champions of America. Of the 3,119 online job postings, 46% (1,434) listed a minimum education requirement.

Educational Attainment—The BLS lists a bachelor’s degree as the typical entry-level education for Coaches and Scouts. The national-level educational attainment data indicates 25.9% of workers in the field have completed some college or an associate degree as their highest level of education; 61.8% have completed a bachelor’s degree or above. While the national-level

¹ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

² Entry-level wage is defined as the twenty-fifth percentile hourly wage. Wages for experienced workers are defined as the seventy-fifth percentile hourly wage.

³ Living wage data was pulled from California Family Needs Calculator on 1/13/20. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

educational attainment data suggests this occupation is above middle-skill, an analysis of the requested level of education in online job postings shows that local employers do not typically request a bachelor’s degree for these positions. Of the 46% of job postings listing a minimum education requirement in Los Angeles/Orange County, 95.7% (1,364) requested a high school diploma or vocational training and 4.3% (62) requested an associate degree.

Supply

Community College Supply—Exhibit 2 shows the three-year average number of awards conferred by community colleges in the related TOP code: Coaching (0835.60). The college with the most completions in the region was Santa Monica, which conferred a three-year average of 8 awards. Over the past 12 months, there were two other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2015-2018

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
0835.60	Coaching	Citrus	-	3	-	3
		Rio Hondo	-	-	1	1
		Santa Monica	3	7	14	8
		LA Subtotal	3	10	15	9
		Cypress	3	3	1	2
		Fullerton	1	-	3	2
		Irvine	-	-	1	1
		Saddleback	1	1	-	1
		OC Subtotal	5	4	5	5
Supply Total/Average			8	14	20	14

Non-Community College Supply—It is important to consider the supply from four-year institutions in the region that provide training programs for Coaches and Scouts. Exhibit 3, on the following page, shows the annual and three-year average number of awards conferred by one institution in the related Classification of Instructional Programs (CIP) Code: Sport and Fitness Administration/Management (31.0504). Due to different data collection periods, the most recent three-year period of available data is from 2013 to 2016. Between 2013 and 2016, Pepperdine University, the only four-year college in the region with a related program, conferred an average of 4 awards annually in related training programs.

Exhibit 3: Regional non-community college awards, 2013-2016

CIP Code	Program	College	2013-2014 Awards	2014-2015 Awards	2015-2016 Awards	3-Year Award Average
31.0504	Sport and Fitness Administration/Management	Pepperdine University	0	2	11	4
		LA Subtotal	0	2	11	4
Supply Total/Average			0	2	11	4

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Coaches and Scouts (27-2022)	8,479	9,308	829	10%	1,321	\$14.55	\$20.94	\$28.73

Exhibit 5. Orange County

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Coaches and Scouts (27-2022)	3,012	3,449	437	15%	505	\$13.45	\$19.33	\$26.32

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Coaches and Scouts (27-2022)	11,491	12,757	1,266	11%	1,826	\$14.25	\$20.48	\$28.09

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

For more information, please contact:

Jesse Crete, Director
Center of Excellence, Orange County
crete_jesse@rsccd.edu
January 2020

