** Banking and Finance Occupations**

**Labor Market Information Report**

**Laney College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

October 2019

# Recommendation

Based on all available data, there appears to be a significant undersupply of Banking and Finance 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 4,922 students in the Bay region and 1,060 students in the East Bay Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0504.00 - Banking and Finance 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 Laney College and in the region.

# Introduction

This report profiles Banking and Finance Occupations in the 12 county Bay region and in the East Bay sub-region for the review of an existing program at Laney College.

|  |
| --- |
| * **Financial Managers (SOC 11-3031):** Plan, direct, or coordinate accounting, investing, banking, insurance, securities, and other financial activities of a branch, office, or department of an establishment. |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 25% |
| * **Loan Officers (SOC 13-2072)**: Evaluate, authorize, or recommend approval of commercial, real estate, or credit loans. Advise borrowers on financial status and payment methods. Includes mortgage loan officers and agents, collection analysts, loan servicing officers, and loan underwriters. |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: Moderate-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 34*%* |
| * **Personal Financial Advisors (SOC 13-2052**): Advise clients on financial plans using knowledge of tax and investment strategies, securities, insurance, pension plans, and real estate. Duties include assessing clients' assets, liabilities, cash flow, insurance coverage, tax status, and financial objectives. |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: Long-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 15*%* |
| * **Loan Interviewers and Clerks (SOC 43-4131):** Interview loan applicants to elicit information; investigate applicants' backgrounds and verify references; prepare loan request papers; and forward findings, reports, and documents to appraisal department. Review loan papers to ensure completeness, and complete transactions between loan establishment, borrowers, and sellers upon approval of loan. |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: Short-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 48%* |

# Occupational Demand

**Table 1. Employment Outlook for Banking and Finance Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Financial Managers | 27,097 | 30,238 | 3,141 | 12% | 13,498 | 2,700 | $40.45 | $77.14 |
| Loan Officers | 7,855 | 8,271 | 416 | 5% | 3,827 | 765 | $14.94 | $31.99 |
| Personal Financial Advisors | 10,933 | 11,540 | 607 | 6% | 4,812 | 962 | $22.89 | $56.75 |
| Loan Interviewers and Clerks | 4,281 | 4,632 | 351 | 8% | 2,528 | 506 | $13.91 | $24.54 |
| **Total** | **50,166** | **54,681** | **4,516** | **9%** | **24,665** | **4,933** | **$30.36** | **$61.14** |

*Source: EMSI 2019.2*

**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 Banking and Finance Occupations in East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Financial Managers | 6,870 | 7,391 | 521 | 8% | 3,101 | 620 | $34.65 | $71.13 |
| Loan Officers | 2,172 | 2,068 | -104 | -5% | 849 | 170 | $13.59 | $27.30 |
| Personal Financial Advisors | 1,947 | 2,008 | 60 | 3% | 800 | 160 | $19.66 | $54.55 |
| Loan Interviewers and Clerks | 1,229 | 1,191 | -38 | -3% | 579 | 116 | $12.36 | $22.20 |
| **TOTAL** | **12,217** | **12,657** | **439** | **4%** | **5,329** | **1,066** | **$26.28** | **$55.77** |

*Source: EMSI 2019.2*

**East Bay Sub-Region** includes Alameda and 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 (October 2018 - September 2019)**

| Occupation | Bay Region | East Bay |
| --- | --- | --- |
| Financial Managers, Branch or Department | 12,504 | 2,499 |
| Personal Financial Advisors | 2,963 | 796 |
| Loan Officers | 2,072 | 620 |
| Loan Interviewers and Clerks | 633 | 234 |
| **Total** | **18,172** | **4,149** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Banking and Finance Occupations for latest 12 months (October 2018 - September 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Accounting Manager | 2,454 | Assistant Branch Manager | 182 |
| Tax Manager | 1,440 | Wealth Management Advisor | 163 |
| Financial Advisor | 817 | Financial Planner | 142 |
| Finance Manager | 723 | Assistant Manager | 138 |
| Director of Finance | 712 | Executive Director | 127 |
| Financial Consultant | 650 | Branch Manager In Training | 118 |
| Branch Manager | 609 | Mortgage Processor | 115 |
| Director of Accounting | 475 | Mortgage Loan Originator | 110 |
| Loan Officer | 399 | Advisor | 107 |
| Accounting Supervisor | 319 | Senior Finance Manager | 90 |
| Mortgage Loan Officer | 296 | Manager, Finance | 82 |
| Financial Solutions Advisor | 283 | Investment Consultant | 75 |
| Tax Director | 249 | Commercial Relationship Manager | 73 |
| Loan Processor | 189 | Financial Counselor | 72 |

**Table 4b. Top Job Titles for Banking and Finance Occupations for latest 12 months (October 2018 - September 2019) East Bay Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | East Bay | Common Title | East Bay |
| Accounting Manager | 432 | Assistant Manager | 51 |
| Financial Advisor | 265 | Executive Director | 45 |
| Branch Manager | 220 | Branch Manager In Training | 44 |
| Tax Manager | 185 | Financial Counselor | 39 |
| Financial Consultant | 183 | Advisor | 38 |
| Finance Manager | 179 | Assistant Branch Manager | 37 |
| Loan Officer | 124 | Investment Consultant | 31 |
| Director of Finance | 119 | Tax Director | 29 |
| Accounting Supervisor | 111 | Mortgage Specialist | 29 |
| Mortgage Loan Officer | 97 | Mortgage Loan Originator | 29 |
| Director of Accounting | 82 | Wealth Management Advisor | 28 |
| Loan Processor | 62 | Financial Planner | 28 |
| Financial Solutions Advisor | 60 | Mortgage Underwriter | 25 |
| Mortgage Processor | 56 | Financial Manager | 21 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Banking and Finance Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Commercial Banking (522110) | 4,994 | 5,013 | 0% | 10% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 4,204 | 4,611 | 10% | 8% |
| Portfolio Management (523920) | 3,072 | 3,545 | 15% | 6% |
| Investment Advice (523930) | 2,869 | 3,211 | 12% | 6% |
| Financial Transactions Processing, Reserve, and Clearinghouse Activities (522320) | 1,774 | 2,510 | 41% | 4% |
| Consumer Lending (522291) | 1,798 | 2,310 | 28% | 3% |
| Real Estate Credit (522292) | 1,805 | 1,582 | -12% | 3% |
| Securities Brokerage (523120) | 1,431 | 1,172 | -18% | 3% |
| Investment Banking and Securities Dealing (523110) | 1,379 | 1,363 | -1% | 3% |
| Miscellaneous Intermediation (523910) | 1,227 | 1,480 | 21% | 2% |
| Offices of Certified Public Accountants (541211) | 1,055 | 1,180 | 12% | 2% |
| Local Government, Excluding Education and Hospitals (903999) | 966 | 1,005 | 4% | 2% |
| Other Activities Related to Credit Intermediation (522390) | 922 | 970 | 5% | 2% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 827 | 1,128 | 36% | 2% |
| Credit Unions (522130) | 827 | 897 | 8% | 2% |
| Custom Computer Programming Services (541511) | 751 | 898 | 20% | 2% |
| Mortgage and Nonmortgage Loan Brokers (522310) | 578 | 518 | -10% | 1% |
| New Car Dealers (441110) | 551 | 595 | 8% | 1% |
| Software Publishers (511210) | 473 | 612 | 29% | 1% |
| Data Processing, Hosting, and Related Services (518210) | 490 | 667 | 36% | 1% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 4,204 | 4,611 | 10% | 8% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Banking and Finance Occupations in Bay Region and East Bay Sub-Region (October 2018 - September 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Bank of America | 1,001 | BNP Paribas | 73 | Bank of America | 286 |
| Fidelity Brokerage Services | 336 | Uber | 71 | Mutual of Omaha Company | 85 |
| JP Morgan Chase Company | 304 | Anthem Blue Cross | 66 | Fidelity Brokerage Services | 83 |
| Mutual of Omaha Company | 154 | Marriott International Inc | 63 | JP Morgan Chase Company | 71 |
| Bank of the West | 148 | Accenture | 60 | Kaiser Permanente | 70 |
| U.S. Bancorp | 145 | University California | 59 | Bank of the West | 56 |
| KPMG | 143 | Patelco Credit Union | 59 | Hertz Corporation | 46 |
| Ernst & Young | 140 | Morgan Stanley | 57 | Patelco Credit Union | 42 |
| Charles Schwab | 119 | Deloitte | 53 | Fremont Bank | 40 |
| Bvoh | 97 | Cisco Systems Inc | 53 | University Of CA Berkeley | 35 |
| PricewaterhouseCoopers | 96 | Fremont Bank | 50 | BNP Paribas | 35 |
| Hertz Corporation | 93 | TD Ameritrade | 48 | Uc San Diego | 33 |
| Facebook | 85 | Salesforce | 43 | Charles Schwab | 33 |
| Stanford University | 84 | The PNC Financial Services Group, Inc. | 42 | University California | 27 |
| Wells Fargo | 82 | Union Bank | 41 | Chevron Federal Credit Union | 26 |
| Kaiser Permanente | 82 | Visa | 40 | U.S. Bancorp | 25 |
| Citi | 76 | Royal Alliance | 40 | Anthem Blue Cross | 25 |

*Source: Burning Glass*

# Educational Supply

There are two community colleges in the Bay Region issuing 11 awards on average annually (last 3 years) on TOP 0504.00 - Banking and Finance. There is one college (Laney College) in the East Bay Sub-Region issuing 6 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0504.00 - Banking and Finance in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ unit | Total |
| City College of San Francisco | Mid-Peninsula | 3 | 2 | 5 |
| Laney College | East Bay | 4 | 2 | 6 |
| **Total Bay Region** | | **7** | **4** | **11** |
| **Total East Bay Sub-Region** | | **4** | **2** | **6** |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 4,933 annual openings for the Banking and Finance occupational cluster and 11 annual (3-year average) awards for an annual undersupply of 4,922 students. In the East Bay Sub-Region, there is also a gap with 1,066 annual openings and 6 annual (3-year average) awards for an annual undersupply of 1,060 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0504.00 - Banking and Finance**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Laney College (All CTE Programs) | State (0504.00) | Bay (0504.00) | East Bay (0504.00) | Laney College (0504.00) |
| % Employed Four Quarters After Exit | 74% | 74% | 63% | 62% | 56% | 58% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,550 | $8,105 | $9,646 | $7,832 | $7,738 |
| Median % Change in Earnings | 46% | 46% | 41% | 38% | 51% | 78% |
| % of Students Earning a Living Wage | 63% | 63% | 54% | 66% | 48% | n/a |

*Source: Launchboard Pipeline (version available on 10/23/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Banking and Finance Occupations in Bay Region (October 2018 - September 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Accounting | 6,470 | Sales | 1,748 | Economics | 970 |
| Budgeting | 4,362 | Scheduling | 1,709 | Tax Returns | 960 |
| Finance | 3,004 | External Auditing | 1,460 | NetSuite | 944 |
| Generally Accepted Accounting Principles (GAAP) | 2,792 | Mortgage Lending | 1,392 | Business Process | 900 |
| Financial Reporting | 2,762 | Enterprise Resource Planning (ERP) | 1,304 | Oracle | 883 |
| Public Accounting | 2,435 | General Ledger | 1,301 | Due Diligence | 877 |
| Customer Service | 2,373 | Financial Planning | 1,249 | Product Sales | 877 |
| Financial Statements | 2,285 | Financial Advising | 1,198 | Customer Billing | 867 |
| Financial Analysis | 2,209 | Wealth Management | 1,189 | Tax Compliance | 848 |
| Accounting Management | 2,058 | Balance Sheet | 1,164 | Financial Management | 821 |
| Customer Contact | 2,001 | Process Improvement | 1,157 | Prospective Clients | 818 |
| Staff Management | 1,971 | Sarbanes-Oxley (SOX) | 1,154 | SAP | 794 |
| Business Development | 1,848 | Mortgage Underwriting | 1,121 | Securities | 776 |
| Project Management | 1,785 | Month-End Close Processes | 1,075 | Financial Services Industry Experience | 751 |
| Account Reconciliation | 1,758 | Nationwide Mortgage Licensing System (NMLS) | 1,065 | Business Administration | 740 |

*Source: Burning Glass*

**Table 10. Certifications for Banking and Finance Occupations in Bay Region (October 2018 - September 2019)**

Note: 53% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Certified Public Accountant (CPA) | 4,996 | Accident Health and Life (Insurance) | 172 |
| Series 7 | 1,462 | Series 6 | 160 |
| Certified Financial Planner (CFP) | 799 | Certified Information Systems Auditor (CISA) | 113 |
| Mortgage License | 709 | Chartered Retirement Planning Counselor | 112 |
| Driver's License | 662 | Mortgage Loan Officer | 109 |
| Series 66 | 500 | Project Management Certification | 108 |
| Series 65 | 304 | Licensed Mortgage Loan Originator | 108 |
| Insurance License | 288 | Insurance Agent Certification | 89 |
| Investment Advisor | 277 | Chartered Financial Analyst (CFA) | 78 |
| Series 63 | 248 | Project Management Professional (PMP) | 52 |
| Securities License | 224 | Life and Health Insurance License | 50 |
| Financial Accounting Standards Board (FASB) | 181 | Life Insurance License | 41 |

*Source: Burning Glass*

**Table 11. Education Requirements for Banking and Finance Occupations in Bay Region**

Note: 66% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
| High school or vocational training | 1,406 | 12% |
| Associate Degree | 312 | 2% |
| Bachelor’s Degree or Higher | 10,320 | 86% |

*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/](http://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

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