** Retail Management Occupations**

**Labor Market Information Report**

**Laney College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

November 2018

# Recommendation

Based on all available data, there appears to be a significant undersupply of Retail Management 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). The gap is about 25,305 students annually in the Bay region and 7,430 students annually in the East Bay sub-region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0506.50 - Retail Store Operations and Management in the state and region. It is recommended that this 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 Retail Management Occupations in the 12 county Bay region and in the East Bay sub-region for revision of an existing program at Laney College. Labor market information (LMI) is not available at the eight-digit SOC Code level for Online Merchants (13-1199.06), therefore the data shown in Tables 1 and 2 is for Business Operations Specialists, All Other (at the six digit SOC level) and likely overstates demand for Online Merchants. In addition, EMSI data is not available for Wholesale and Retail Buyers, Except Farm Products (SOC 13-1022) so data for Buyers and Purchasing Agents (SOC 13-1028) is used in Tables 1 and 2 as the closest occupational match. Burning Glass job postings data is available for Online Merchants and Wholesale and Retail Buyers, Except Farm Products and is included in Tables 3, 4, 6, 9, 10 and 11 of this report.

|  |
| --- |
| * **First-Line Supervisors of Retail Sales Workers (SOC 41-1011):** Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties. |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%* |
| * **Business Operations Specialists, All Other (SOC 13-1199):** All business operations specialists not listed separately. |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%* |
|  |
| * **Buyers and Purchasing Agents (SOC 13-1028):** Purchase machinery, equipment, tools, parts, supplies, or services necessary for the operation of an establishment. Purchase raw or semi-finished materials for manufacturing. |
| *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: 0%* |
|  |
| * **Retail Salespersons (SOC 41-2031):** Sell merchandise, such as furniture, motor vehicles, appliances, or apparel to consumers. Excludes "Cashiers" (41-2011). |
| *Entry-Level Educational Requirement: No formal educational credential* |
| *Training Requirement: Short-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%* |
|  |
| * **Purchasing Managers (SOC 11-3061):** Plan, direct, or coordinate the activities of buyers, purchasing officers, and related workers involved in purchasing materials, products, and services. Includes wholesale or retail trade merchandising managers and procurement managers. |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 27%* |

# Occupational Demand

**Table 1. Employment Outlook for Retail Management Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| First-Line Supervisors of Retail Sales Workers | 31,954 | 31,885 | (69) | (0%) | 17,351 | 3,470 | $12.46 | $18.12 |
| Business Operations Specialists, All Other | 48,910 | 51,781 | 2,871 | 6% | 25,132 | 5,026 | $22.58 | $40.49 |
| Buyers and Purchasing Agents | 14,864 | 14,854 | (9) | (0%) | 7,099 | 1,420 | $21.24 | $36.24 |
| Retail Salespersons | 101,900 | 103,427 | 1,527 | 1% | 75,950 | 15,190 | $10.59 | $13.33 |
| Purchasing Managers | 2,675 | 2,802 | 127 | 5% | 1,194 | 239 | $40.44 | $66.24 |
| **Total** | **200,303** | **204,749** | **4,447** | **2%** | **126,726** | **25,345** | **$15.01** | **$23.13** |

*Source: EMSI 2018.4*

**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 Retail Management Occupations in East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| First-Line Supervisors of Retail Sales Workers | 9,900 | 9,982 | 82 | 1% | 5,437 | 1,087 | $12.31 | $17.19 |
| Business Operations Specialists, All Other | 13,252 | 13,825 | 573 | 4% | 6,571 | 1,314 | $20.20 | $38.68 |
| Buyers and Purchasing Agents | 3,987 | 3,995 | 8 | 0% | 1,880 | 376 | $20.35 | $34.30 |
| Retail Salespersons | 30,301 | 31,346 | 1,045 | 3% | 23,015 | 4,603 | $10.51 | $12.92 |
| Purchasing Managers | 624 | 656 | 32 | 5% | 281 | 56 | $36.29 | $61.06 |
| **TOTAL** | **58,063** | **59,803** | **1,739** | **3%** | **37,183** | **7,437** | **$13.98** | **$21.51** |

*Source: EMSI 2018.4*

**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 (Oct 2017 - Sept 2018)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | East Bay |
| Retail Salespersons (41-2031.00) | 25,657 | 8,079 |
| First-Line Supervisors of Retail Sales Workers (41-1011.00) | 17,550 | 5,077 |
| Purchasing Managers (11-3061.00) | 1,531 | 232 |
| Online Merchants (13-1199.06) | 894 | 191 |
| Wholesale and Retail Buyers, Except Farm Products (13-1022.00) | 180 | 39 |
| **Total** | **45,812** | **13,618** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Retail Management Occupations for latest 12 months (Oct 2017 - Sept 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | East Bay | Common Title | Bay | East Bay |
| Sales Associate | 7,201 | 2,034 | Sales Professional | 279 | 75 |
| Retail Sales Associate | 2,441 | 911 | Retail Sales Manager | 270 | 96 |
| Store Manager | 2,262 | 638 | Manager | 262 | 56 |
| Assistant Store Manager | 2,250 | 694 | General Manager | 229 | 61 |
| Sales Consultant | 1,631 | 569 | Sourcing / Procurement Manager | 224 | 32 |
| Assistant Manager | 1,152 | 372 | Supervisor | 215 | 63 |
| Beauty Advisor | 799 | 240 | Logistics Team Member | 213 | 81 |
| Key Holder | 703 | 170 | Department Manager | 201 | 64 |
| Retail Manager | 656 | 188 | Management Trainee | 200 | 94 |
| Retail Associate | 525 | 171 | Retail Commission Sales | 193 | 49 |
| Sales, Retail Industry | 485 | 151 | Customer Service and Sales | 190 | 59 |
| Retail Store Manager | 430 | 155 | Shift Supervisor | 185 | 58 |
| Retail Sales Representative | 402 | 119 | Area Supervisor | 182 | 84 |
| Store Team Member | 402 | 119 | Purchasing Manager | 181 | 46 |
| Store Associate | 358 | 160 | Trainee Shift Supervisor, Management | 179 | 78 |
| Sales Manager | 313 | 98 | Customer Service Associate | 174 | 67 |
| Procurement Manager | 302 | 48 | Stock Associate | 169 | 50 |
| Sales Supervisor | 286 | 71 | Store Supervisor | 168 | 53 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Retail Management Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2017) | Jobs in Industry (2022) | % Change (2017-22) | % in Industry (2017) |
| Family Clothing Stores (448140) | 14,361 | 14,406 | 6% | 7.2% |
| Department Stores (452210) | 7,448 | 7,415 | (22%) | 3.7% |
| Warehouse Clubs and Supercenters (452311) | 7,180 | 7,265 | 13% | 3.6% |
| Supermarkets and Other Grocery (except Convenience) Stores (445110) | 6,277 | 6,270 | 2% | 3.1% |
| Home Centers (444110) | 6,130 | 6,080 | (2%) | 3.0% |
| Shoe Stores (448210) | 5,996 | 5,930 | 6% | 3.0% |
| New Car Dealers (441110) | 5,489 | 5,569 | 12% | 2.8% |
| Electronics Stores (443142) | 5,609 | 5,534 | (14%) | 2.8% |
| Federal Government, Civilian, Excluding Postal Service (901199) | 5,061 | 5,024 | (1%) | 2.5% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 4,867 | 4,971 | 5% | 2.5% |
| Women's Clothing Stores (448120) | 4,628 | 4,618 | (11%) | 2.3% |
| Sporting Goods Stores (451110) | 4,090 | 4,125 | 8% | 2.1% |
| Used Merchandise Stores (453310) | 3,238 | 3,238 | 9% | 1.6% |
| Other Clothing Stores (448190) | 3,044 | 3,062 | 6% | 1.5% |
| Cosmetics, Beauty Supplies, and Perfume Stores (446120) | 3,030 | 3,058 | 16% | 1.5% |
| All Other Home Furnishings Stores (442299) | 2,881 | 2,881 | 7% | 1.4% |
| Local Government, Excluding Education and Hospitals (903999) | 2,755 | 2,764 | 4% | 1.4% |
| Electronic Shopping and Mail-Order Houses (454110) | 2,523 | 2,576 | 15% | 1.3% |

*Source: EMSI 2018.4*

**Table 6. Top Employers Posting Retail Management Occupations in Bay Region and East Bay Sub-Region (Oct 2017 - Sept 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Macy's | 1,978 | AT&T | 488 | Macy's | 634 |
| Lowe's Companies, Inc | 1,021 | Vintners Limited | 400 | Target | 374 |
| Target | 994 | Petco | 379 | Lowe's Companies, Inc | 322 |
| Gap Inc. | 990 | VF Corporation | 365 | Sears | 285 |
| Nordstrom | 791 | Verizon Communications Incorporated | 352 | Ulta Beauty Inc. | 235 |
| Whole Foods Market, Inc. | 765 | Ashley Furniture | 328 | CVS Health | 225 |
| Sears | 636 | Ross Stores | 312 | Nordstrom | 212 |
| Ulta Beauty Inc. | 605 | AutoZone Auto Parts | 311 | Whole Foods Market, Inc. | 212 |
| CVS Health | 594 | Sephora | 299 | AT&T | 202 |
| Best Buy | 516 | Sprouts Farmers Markets | 296 | Ross Stores | 170 |

*Source: Burning Glass*

# Educational Supply

There are seven community colleges in the Bay Region issuing 39 awards annually on TOP 0506.50 - Retail Store Operations and Management. There are three colleges in the East Bay sub-region issuing 5 awards annually.

**Table 7. Awards on TOP 0506.50 - Retail Store Operations and Management in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| **Chabot** | East Bay | n/a |  | 2 | 2 |
| **Evergreen Valley** | Silicon Valley | n/a | 1 |  | 1 |
| **Las Positas** | East Bay | n/a |  | 2 | 2 |
| **Merritt** | East Bay | n/a |  | 1 | 1 |
| **San Francisco** | Mid-Peninsula | n/a |  | 1 | 1 |
| **San Mateo** | Mid-Peninsula | n/a |  | 31 | 31 |
| **Santa Rosa** | North Bay | n/a |  | 1 | 1 |
| **Total Bay Region** | |  | **1** | **38** | **39** |
| **Total East Bay Sub-Region** | |  | **0** | **5** | **5** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 25,345 annual openings for the Retail Management occupational cluster and 39 annual awards for an annual undersupply of 25,306 students. In the East Bay sub-region, there is also a gap with 7,437 annual openings and 5 annual awards for an annual undersupply of 7,432.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.50 - Retail Store Operations and Management**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Laney College (All CTE Programs) | State (TOP 0506.50) | Bay  (TOP  0506.50) | East Bay (TOP  0506.50) | Laney College (TOP 0506.50) |
| % Employed Four Quarters After Exit | 75% | 78% | 83% | 79% | n/a | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $13,996 | $10,496 | $11,914 | n/a | n/a | n/a |
| Median % Change in Earnings | 40% | 43% | 19% | 19% | n/a | n/a |
| % of Students Earning a Living Wage | 63% | 62% | 80% | n/a | n/a | n/a |

*Source: Launchboard Pipeline (version available on 10/31/18)*

# Skills, Certifications and Education

**Table 9. Top Skills for Retail Management Occupations in Bay Region (Oct 2017 - Sept 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Sales | 26,633 | Lifting Ability | 3,404 | Onboarding | 1,493 |
| Retail Industry Knowledge | 19,769 | Cleaning | 3,345 | Client Base Retention | 1,453 |
| Customer Service | 17,269 | Basic Mathematics | 2,977 | Project Management | 1,412 |
| Merchandising | 10,822 | Inventory Management | 2,856 | E-Commerce | 1,393 |
| Retail Sales | 10,083 | Inventory Control | 2,740 | Business Acumen | 1,294 |
| Store Management | 9,148 | Visual Merchandising | 2,602 | Repair | 1,268 |
| Sales Goals | 8,907 | Sales Management | 2,491 | Guest Services | 1,235 |
| Product Knowledge | 7,765 | Cash Handling | 2,212 | Procurement | 1,227 |
| Scheduling | 7,656 | Staff Management | 2,138 | Sales Strategy | 1,224 |
| Customer Contact | 6,154 | Supervisory Skills | 2,100 | Cash Register Operation | 1,140 |
| Product Sales | 5,389 | Customer Checkout | 1,980 | Asset Protection | 1,120 |
| Store Operations | 4,183 | Calculator | 1,843 | Purchasing | 1,105 |
| Budgeting | 3,599 | Key Performance Indicators (KPIs) | 1,750 | Refunds Exchanges and Adjustments | 1,071 |
| Description and Demonstration of Products | 3,550 | Point of Sale System | 1,646 | Retail Operations | 1,064 |
| Retail Management | 3,430 | Sales Planning | 1,578 | Loss Control / Prevention | 1,031 |

*Source: Burning Glass*

**Table 10. Certifications for Retail Management Occupations in the Bay Region (Oct 2017 - Sept 2018)**

Note: 90% 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 | |
| Driver's License | 2,731 | Optician | | 29 | |
| Food Handler Certification | 236 | Mortgage License | | 23 | |
| Cosmetology License | 188 | Certified in Production and Inventory Management (CPIM) | | 22 | |
| Pharmacy Technician Certification Board (PTCB) | 148 | IT Infrastructure Library (ITIL) Certification | | 22 | |
| ServSafe | 142 | Insurance Agent Certification | | 22 | |
| Forklift Operator Certification | 124 | CA License | | 20 | |
| Real Estate Certification | 103 | Food Service Certification | | 19 | |
| Project Management Certification | 86 | Certified Barista | | 16 | |
| Automotive Service Excellence (ASE) Certification | 70 | Certified Supply Chain Professional (CSCP) | | 16 | |
| Property and Casualty License | 61 | Computer Learning Certificate | | 14 | |
| American Production and Inventory Control Society (APICS) Certification | 52 | ITIL Certification | | 14 | |
| Cash Handling Certification | 50 | Security Clearance | | 14 | |
| First Aid CPR AED | 46 | Six Sigma Certification | | 14 | |
| Certified Professional in Supply Management (CPSM) | 45 | Board Certified/Board Eligible | | 13 | |
| Basic Life Saving (BLS) | 40 | Series 7 | | 13 | |
| Project Management Professional (PMP) | 37 | Certified Energy Manager | | 12 | |
| Purchasing Certification | 34 | Department of Transportation (DOT) Medical Certification | | 12 | |
| Insurance License | 33 | Licensed Mortgage Loan Originator | 12 | |
| Leadership In Energy And Environmental Design (LEED) Certified | 29 | Loss Prevention Certification | 12 | |

*Source: Burning Glass*

**Table 11. Education Requirements for Retail Management Occupations in Bay Region**

Note: 51% 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 |
| High school or vocational training | 13,780 (62%) |
| Associate Degree | 1,490 (7%) |
| Bachelor’s Degree or Higher | 6,989 (31%) |

*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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