

Program Endorsement Brief:

Mendocino College: Business Information Worker

North/Far North Center of Excellence, December 2018

INTRODUCTION

Mendocino College is exploring program opportunities related to Business Information Worker. This report provides an overview of the labor market demand and supply for related business analytics occupations in the 15-county Far North region.¹ It provides an overview of the employment opportunities and existing community college programs that prepare students for the profession.

Key findings include:

- Business Information Worker occupations struggled to recover from the previous recession and are projected to add more jobs in the field of Customer Service Representatives, and Receptionists and Information Clerks over the next five years. Overall projected growth is tepid, just 1.6%, but there will be 1,700 annual openings in related occupations from growth and turnover.
- Job posting volume for Business Information Worker occupation is robust, but has dropped in the past two years. Postings come from a range of industries including health care, universities, and retail.
- Wages for Business Information Worker occupations are mostly below the region's living wage as well as state average wages for the same occupations.

Findings in this report were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from EMSI and job posting data from Burning Glass.

The report contains the following sections:

- Occupational demand,
- Wages and job postings,
- Educational attainment and supply, and
- Findings and recommendations.

¹ The 15-county Far North region includes Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama and Trinity.

OCCUPATIONAL DEMAND

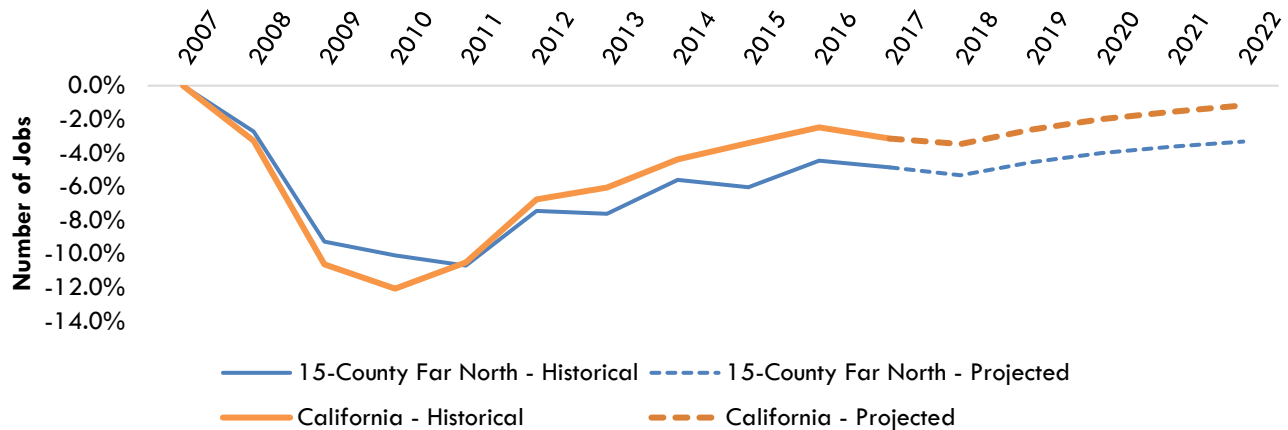
This report analyzes four occupations in relation to the proposed program: Customer Service Representatives (SOC code 43-4051), Receptionists and Information Clerks (SOC Code 43-4171), Executive Secretaries and Executive Administrative Assistants (SOC 43-6011), and Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (SOC 43-6014). Exhibit 1 summarizes job trends of the selected occupations in the 15-County Far North region, and California.

Exhibit 1: Employment, projected occupational demand²

Geography	SOC Code	2007 Jobs	2017 Jobs	2022 Jobs	2017-22 Jobs % Change	Annual Openings
Customer Service Representatives	43-4051	2,860	3,128	3,393	8.5%	446
Receptionists and Information Clerks	43-4171	2,584	2,255	2,332	3.4%	330
Executive Secretaries and Executive Administrative Assistants	43-6011	2,944	1,306	1,224	-6.3%	187
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	43-6014	5,112	6,155	6,102	-0.9%	738
15-County Far North Region Total		13,500	12,844	13,052	1.6%	1,702
Customer Service Representatives	43-4051	189,090	220,143	233,426	6.0%	29,988
Receptionists and Information Clerks	43-4171	122,515	113,129	120,461	6.5%	16,038
Executive Secretaries and Executive Administrative Assistants	43-6011	185,310	82,784	76,768	-7.3%	11,636
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	43-6014	230,231	288,260	287,970	-0.1%	34,341
California Total		727,145	704,316	718,625	2.0%	92,003

Exhibit 2 shows the percentage change in number of jobs between 2007 through 2017 and occupational projections from 2017 through 2022. The rate of change is indexed to the total number of jobs in 2007 as the base year and compares Far North Region and California.

Exhibit 2: Rate of change for selected occupations³



The selected occupations continue to recover from the 2008 recession but only two occupations (Customer Service Representatives, and Secretaries and Administrative Assistants, Except Legal, Medical, and Executive) have regained their employment levels in 2007. The 5-year employment projections indicate the employments of Executive Secretaries and Executive Administrative Assistants, and Secretaries and Administrative Assistants, Except Legal, Medical, and Executive will shrink further while the other two occupations are projected to add jobs. Employers in the region are projected to create on average 1,700 new and replacement job openings annually

² Emsi 2018.4; QCEW Employees, Non-QCEW Employees and Self-Employed.

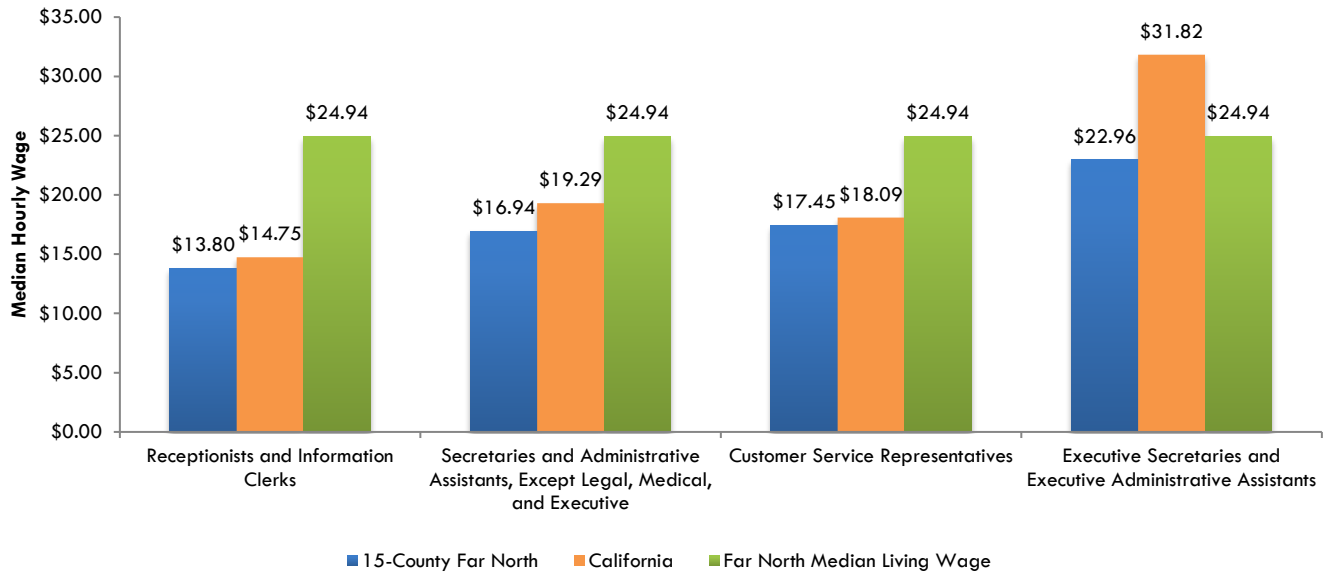
³ Ibid.

for the occupations studied in the next five years, accounted for 2 percent of California’s total demand for the same occupations.

WAGES AND JOB POSTINGS

Exhibit 3 displays hourly wages for the selected occupations in the Far North region and compared to the region’s median living wages for a one-adult, one-child household.⁴ The chart also compares the Far North region to the state for the studied occupations. Wages for the selected occupations are below the region’s median living wage as well as the state average wages for the same occupations.

Exhibit 3: Hourly Wages for selected occupations⁵



Burning Glass data identified 1,000 job postings in the 15-County Far North region on the four selected occupations, dropped from 1,700 job postings in 2016. Data was pulled for the last year from October 1, 2017 through September 30, 2018.

Exhibit 4 presents the job postings trend for the representative SOC codes over the past 10 years compared to the median during the same period for the Far North region.

⁴ Living Wage Calculator: Counties and Metropolitan Statistical Areas in California, <http://livingwage.mit.edu/states/06/locations>.

⁵ Emsi 2018.4; QCEW Employees, Non-QCEW Employees and Self-Employed.

Exhibit 4: Job posting trend for Selected Occupations⁶

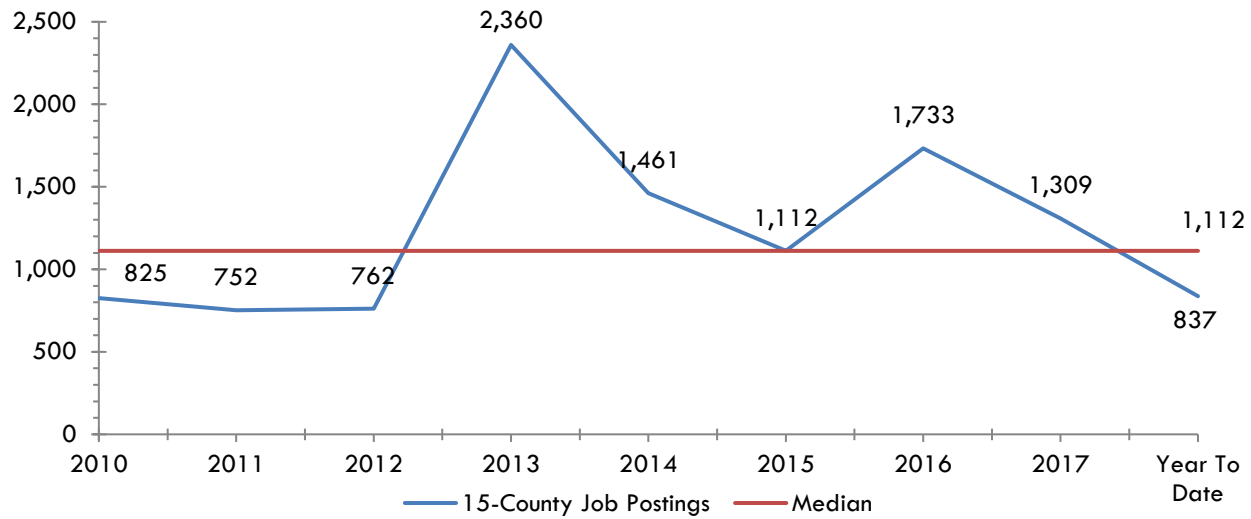


Exhibit 5 shows the top titles for positions within the selected occupations that were present in the job postings.

Exhibit 5: Top Titles for Selected Occupations⁷

Top Titles	Number	Percent (n=1,001)
Customer Service Representative	147	14.7%
Administrative Assistant	103	10.3%
Receptionist	58	5.8%
Secretary	52	5.2%
Administrative Support Assistant	44	4.4%
Customer Service Associate	40	4.0%
Administrative Coordinator	36	3.6%
Customer Service Specialist	29	2.9%
Patient Access Representative	27	2.7%
Administrative Secretary	24	2.4%

Exhibit 6 shows the top employers for selected occupations jobs postings in Far North Region.

Exhibit 6: Top Employers for Selected Occupations⁸

Top Employer	Number	Percent (n=863)
California State University	62	7.2%
Tri Counties Bank	32	3.7%
Heritage Healthcare	24	2.8%
FedEx	17	2.0%
Aaron's	16	1.9%
Dignity Health	15	1.7%
Lincare	15	1.7%
UCLA Health	15	1.7%
AmeriPlan	12	1.4%
Oroville Hospital	12	1.4%

⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool," 2018.

⁷ Ibid.

⁸ Ibid.

Exhibit 7 shows the top specialized and software skills desired within selected occupation positions in Far North Region.

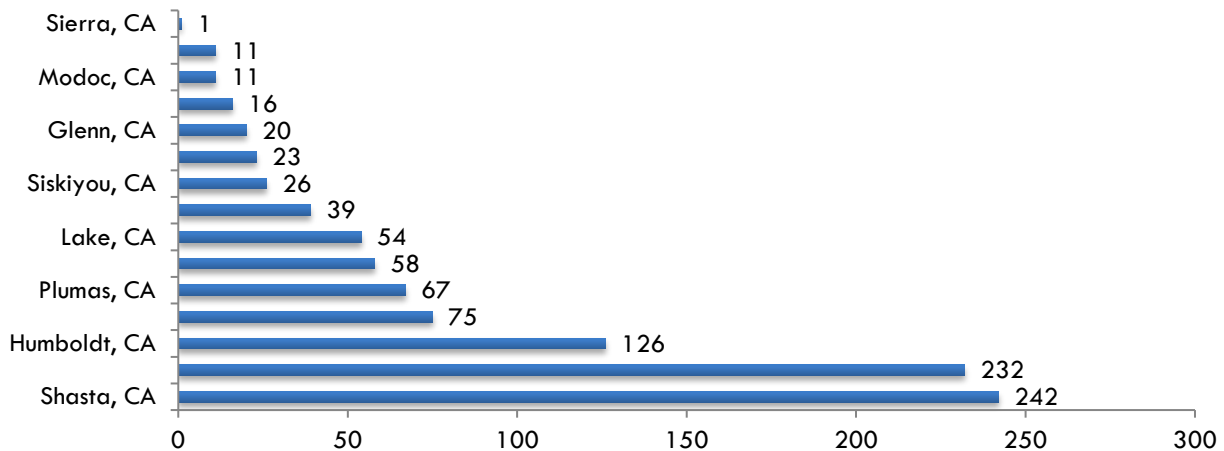
Exhibit 7: Top skills among selected occupations⁹

Top Specialized Skills	Number	Percent (n=807)
Customer Service	468	58.0%
Administrative Support	411	50.9%
Scheduling	230	28.5%
Budgeting	134	16.6%
Data Entry	120	14.9%
Customer Contact	111	13.8%
Sales	96	11.9%
Secretarial Skills	96	11.9%
Appointment Setting	89	11.0%
Top Software Skills	Number	Percent (n=807)
Microsoft Excel	188	23.3%
Microsoft Word	163	20.2%
Microsoft Office	156	19.3%
Word Processing	87	10.8%
Microsoft Powerpoint	38	4.7%
Microsoft Windows	36	4.5%
Microsoft Outlook	35	4.3%
Suspicious Activity Report (SAR) Requirements	22	2.7%
Peoplesoft	16	2.0%
Active Server Pages (ASP)	12	1.5%

Exhibit 8 shows the cities where the representative occupation postings were located.

Exhibit 8: Top locations (County) listed for selected occupations¹⁰

Job Postings



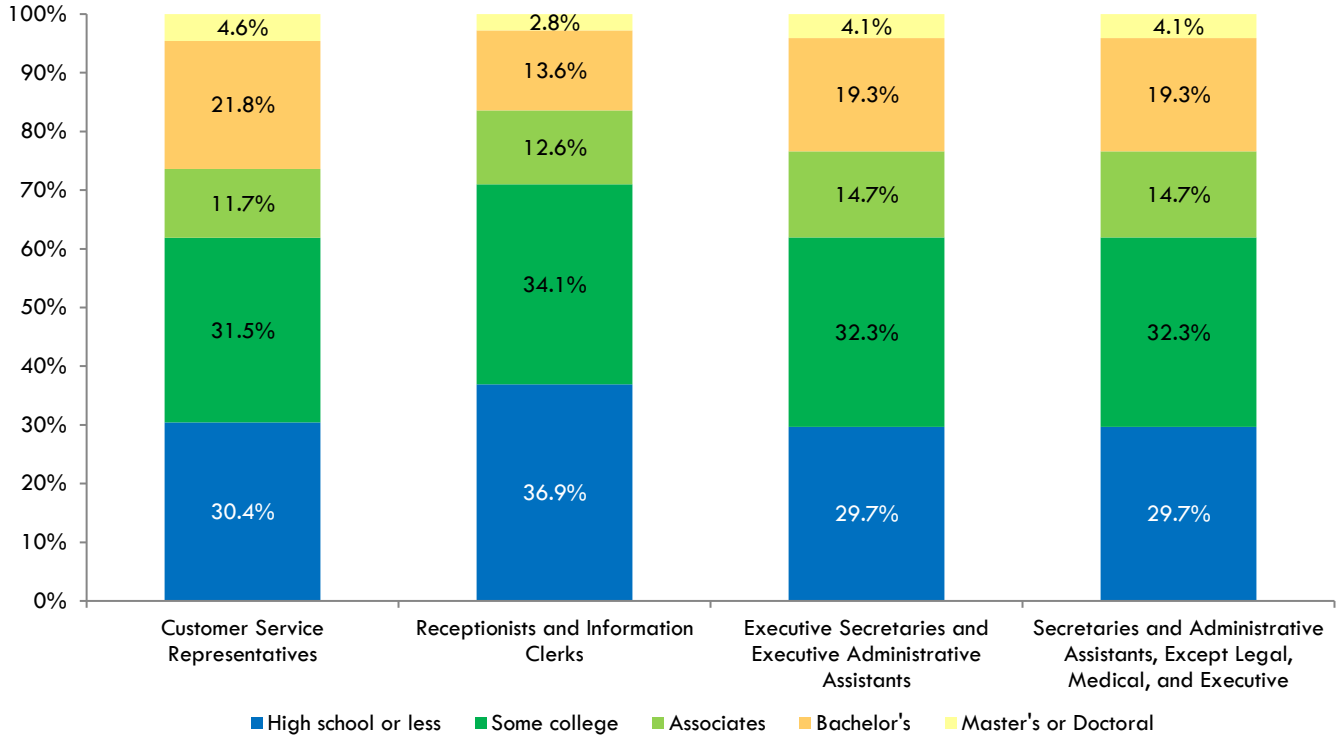
⁹ Ibid.

¹⁰ Ibid.

EDUCATIONAL ATTAINMENT AND SUPPLY

At the national level, Business Information Workers typically have at least some college education. Exhibit 9 breaks down the educational attainment percentages for these two occupations.

Exhibit 9: Typical educational attainment for selected occupations nationally¹¹



Office Technology/Office Computer Applications (TOP Code 0514.00) and Software Applications (TOP Code 0702.10) are identified as the two Taxonomy of Programs (TOP) codes that relate to Business Information Workers.

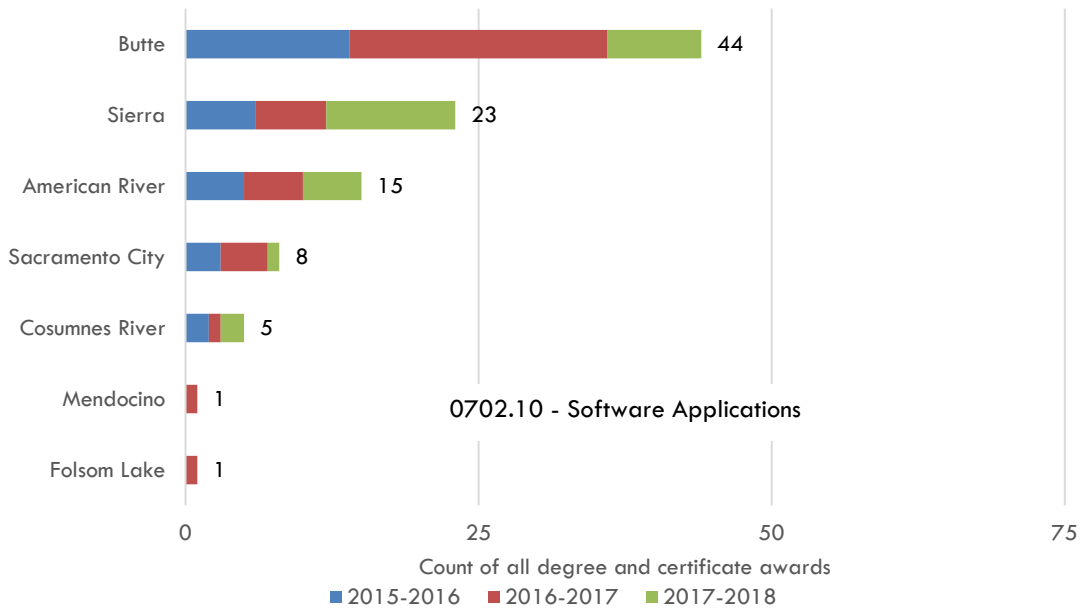
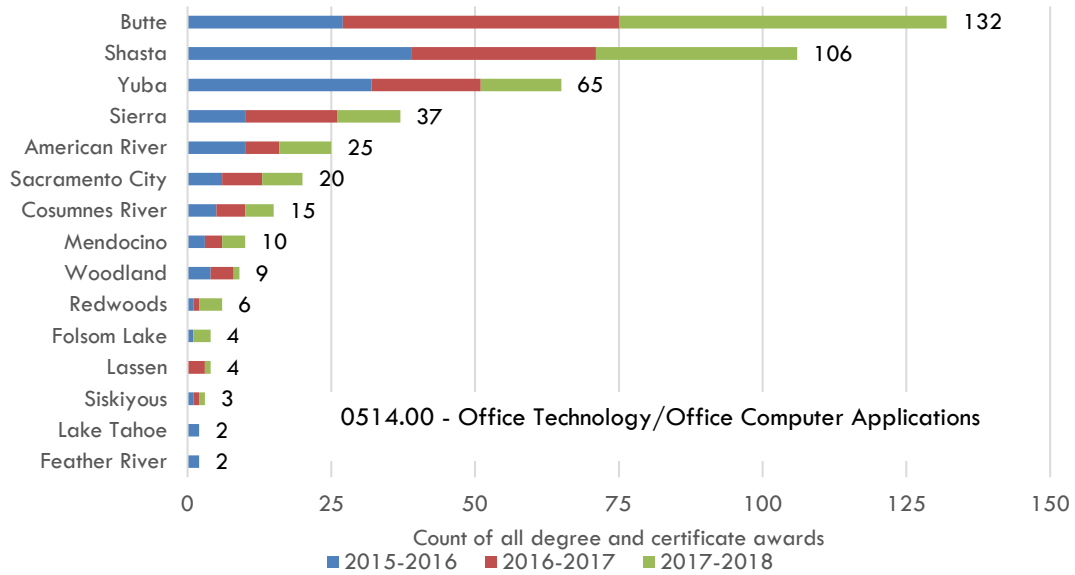
All the 15 community colleges in the Far North region offer related trainings in Office Technology/Office Computer Applications (TOP Code 0514.00). Butte College tops the others by conferring 132 certificates and associate degrees in the past three years. The community colleges in the region granted in total 440 awards in this field in the past three years.

Seven community colleges in the region provide programs in the field of Software Applications (TOP Code 0702.10). Butte College also ranks as the top provider in this field, conferring 44 certificates and associate degrees of total 97 awards in the region in the past three years.

¹¹ Current Population Survey, Educational Attainment for Workers 25 Years and Older by Detailed Occupation, 2015-2016, https://www.bls.gov/emp/ep_table_111.htm.

Exhibit 10 shows the total number of awards by colleges during the past three academic years.

Exhibit 10: Total awards conferred by Far North region community colleges, 2015-2018¹²



¹² COE Supply Tables, California Community Colleges Chancellor's Office DataMart, Integrated Postsecondary Education Data System (IPEDS).

Exhibit 11 shows the break down between certificates and associate degrees.

Exhibit 11: Certificates and associate degrees conferred by 7-county region community colleges, 2015-2018¹³

0514.00 – Office Technology/Office Computer Applications								
	Certificate				Associate			
	2015-16	2016-17	2017-18	3-Yr Avg	2015-16	2016-17	2017-18	3-Yr Avg
Butte	19	36	35	30	8	12	22	14
Shasta	22	18	15	18	17	14	20	17
Yuba	18	10	8	12	14	9	6	10
Sierra	2	7	3	4	8	9	8	8
American River	2	1	2	2	8	5	7	7
Sacramento City	5	7	7	6	1			1
Cosumnes River	3	3	4	3	2	2	1	2
Mendocino	1			1	2	3	4	3
Woodland	1			1	3	4	1	3
Folsom Lake	1		2	2			1	1
Lassen		1		1		2	1	2
Feather River					2			2
Lake Tahoe	2			2				
Redwoods					1	1	4	2
Siskiyou					1	1	1	1
Grand Total	76	83	76	78	67	62	76	68
0702.10 – Software Applications								
	Certificate				Associate			
	2015-16	2016-17	2017-18	3-Yr Avg	2015-16	2016-17	2017-18	3-Yr Avg
Butte	9	15	4	9	5	7	4	5
Sierra	1	3	6	3	5	3	5	4
American River	4	2	2	3	1	3	3	2
Sacramento City	3	4	1	3				
Cosumnes River	2	1	2	2				
Folsom Lake		1		1				
Mendocino		1		1				
Grand Total	19	27	15	20	11	13	12	12

¹³ Ibid.

FINDINGS

- The selected Business Information Worker occupations (Customer Service Representatives (SOC code 43-4051), Receptionists and Information Clerks (SOC Code 43-4171), Executive Secretaries and Executive Administrative Assistants (SOC 43-6011)) have not recouped pre-recession employment levels. Customer Service Representatives, and Receptionists and Information Clerks are projected to add jobs over the next five years. Secretaries and Administrative Assistants, Except Legal, Medical, and Executive have the largest employment size (6,155 jobs) and are projected to offer most annual job openings (738 jobs) in the next five years in the region. Customer Service Representatives represent the fastest growing occupation group in the region by adding nearly 270 jobs over the next five years.
- Together, the four occupations in the Far North region show 1,702 annual openings for the four occupations studied projected over the next five years. Overall projected growth is tepid, just 1.6%.
- Wages for the studied occupations are below the living wages for one adult and one child household in the region. Executive Secretaries and Executive Administrative Assistants offer a higher wage at \$22.96 per hour but have fewer jobs in the region and across the state. The other occupations have median wages of \$17 per hour or \$13 per hour (for Receptionists).
- The educational attainment data shows typical workers employed in the studied occupations have at least some college education. Few have a bachelor's degree. These are mostly middle skill jobs.
- Job postings volume for the studied occupation is strong in the Far North region but has decreased continuously in the past two years. Most job postings are for employment in Shasta County and Butte County.
- The top employers posting include a range of employers, including health care, universities, financial services, and retail.
- Customer service and administrative support are listed as the most in demand skill for the four occupations. Microsoft Excel and other Microsoft Office applications are the most in demand software skills according to the job posting data.
- Award production data shows community colleges in Far North region confer a total of 178 certificates and associate degrees in the two TOP codes studied. Mendocino College's award production in the related TOP codes is very small compared to most other colleges in the Far North region.

RECOMMENDATIONS

- The simple gap analysis comparing projected annual openings and awards indicates that there is a clear demand that is not met with current award production.
- Mendocino College has an especially low number of program graduates in these related TOP code areas. The college would do well to produce more award recipients for its local service territory, and the wider region.
- Wage levels are low, indicating that pathway program development (associate degree for transfer) for opportunities for students to advance into higher-earning-potential, related degrees, including bachelor's degree programs.
- COE recommends that Mendocino College move forward with the BIW program.

COE Recommendation

Move forward with program

Program is not recommended

Additional information needed



SUMMARY RECOMMENDATION (FOR RC APPLICATION)

- Gap analysis shows a small number of awards, fewer than 200, for related programs in the 15 Far North colleges, compared to a 5-year projection of 1,700 annual openings.
- Mendocino College has averaged fewer than 10 awards a year in related programs.
- Wages pose a concern. Transfer pathways are recommended.
- The COE recommends that Mendocino College move forward with the program.

COE Recommendation		
Move forward with program	Program is not recommended	Additional information needed
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APPENDIX A: DATA SOURCES

Sources used for data analysis purposes in this report include:

- U.S. Department of Labor/Employment and Training Administration (DOLETA) O*NET Online
- Burning Glass, Labor Insight/Jobs
- Economic Modeling Specialists, International (EMSI)
- California Employment Development Department, Labor Market Information Division (EDD, LMID)
- Bureau of Labor Statistics, Occupational Employment Statistics (OES)
- California Community Colleges Chancellor's Office, Cal-PASS Plus LaunchBoard
- Living Insight Center for Community Economic Development, Self-Sufficiency Standard Tool for California
- California Community Colleges Chancellor's Office Management Information Systems (MIS Data Mart)
- U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS)

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