**Athletic Coaching Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

October 2020

# Recommendation

Based on all available data, there appears to be an undersupply of Athletic Coaching workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties). There is a projected annual gap of about 1,746 students in the Bay region and 437 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for TOP 0835.60-Coaching 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 City College of San Francisco (CCSF) and in the region.

# Introduction

This report profiles Athletic Coaching Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at City College of San Francisco.

|  |
| --- |
| * **Coaches and Scouts (27-2022):** Instruct or coach groups or individuals in the fundamentals of sports. Demonstrate techniques and methods of participation. May evaluate athletes' strengths and weaknesses as possible recruits or to improve the athletes' technique to prepare them for competition. Those required to hold teaching degrees should be reported in the appropriate teaching category. Excludes "Athletic Trainers" (29-9091).
 |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 25% |

**Occupational Demand**

**Table 1. Employment Outlook for Athletic Coaching Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Coaches and Scouts |  10,182  |  11,151  | 968 | 10% |  8,750  |  1,750  | $14.37 | $20.74 |

*Source: EMSI 2020.3*

**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 Athletic Coaching Occupations in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Coaches and Scouts |  2,535  |  2,782  | 247 | 10% |  2,186  |  437  | $16.00 | $23.12 |

*Source: EMSI 2020.3*

**Mid-Peninsula Sub-Region includes:** San Francisco and San Mateo Counties

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Sept 2019 - Aug 2020)**

| Occupation | Bay Region | Mid-Peninsula Sub-Region |
| --- | --- | --- |
| Coaches and Scouts | 4,550 | 1,038 |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Athletic Coaching Occupations for latest 12 months (Sept 2019 - Aug 2020) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Coach | 120 | Kid's Sports Coach/Kid's Sports Instructor | 18 |
| Head Of Finance | 66 | Youth Soccer Instructor/Youth Sports Instructor/Youth Worker | 17 |
| Extended Camp Coordinator | 41 | Youth Soccer Instructor | 16 |
| Soccer Coach | 39 | Swimming Instructor | 15 |
| Youth Soccer Coach | 38 | Recovery Coach | 15 |
| Youth Basketball Coach | 31 | Performance Coach | 15 |
| Fitness Coach | 31 | Assistant Swim Team Coach | 14 |
| Youth Sports Coach | 29 | Youth Volleyball Coach | 13 |
| Golf Professional | 24 | Youth Tennis Coach | 13 |
| Leader In Coach & Consultant | 23 | Giants Baseball Camps-Summer Camp Coach | 13 |
| Business Coach/Consultant  | 23 | Youth Flag Football Coach | 12 |
| Basketball Coach | 23 | Wellness Coach | 12 |
| Head Coach | 22 | Tennis Coach | 12 |
| Studio Coach | 20 | Player's Pass Regional Partner | 12 |

**Table 4.b Top Job Titles for Athletic Coaching Occupations for latest 12 months (Sept 2019 - Aug 2020) Mid-Peninsula Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Mid-Peninsula | Common Title | Mid-Peninsula |
| Head Of Finance | 55 | Head Swim Coach | 6 |
| Coach | 28 | Head Of Adqc - Biological Technologies | 6 |
| Swimming Instructor | 11 | Extended Camp Coordinator | 6 |
| Soccer Coach | 11 | Senior Automation Coach | 5 |
| Secdevops Coach | 11 | Pre-School Soccer Coach | 5 |
| Assistant Swim Team Coach | 11 | Kid's Sports Coach/Kid's Sports Instructor | 5 |
| Head Coach | 10 | Head Women's Volleyball Coach | 5 |
| Youth Soccer Coach | 9 | Head Varsity Volleyball Coach | 5 |
| Youth Basketball Coach | 9 | Head Soccer Coach | 5 |
| Masters Swimming Coach | 9 | Golf Professional | 5 |
| Personal Fitness Coach | 7 | Fitness Coach | 5 |
| Performance Coach | 7 | Early Childhood Soccer Coach | 5 |
| Youth Soccer Instructor/Youth Sports Instructor/Youth Worker | 6 | Devops Coach | 5 |
| Leader In Coach & Consultant | 6 | Youth Sports Coach | 4 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Athletic Coaching Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2019) | Jobs in Industry (2024) | % Change (2019-24) | % Occupation Group in Industry (2019) |
| Fitness and Recreational Sports Centers (713940) | 1,479 | 1,645 | 11% | 15% |
| Colleges, Universities, and Professional Schools (611310) | 986 | 1,087 | 10% | 10% |
| Exam Preparation and Tutoring (611691) | 943 | 1,083 | 15% | 9% |
| Sports and Recreation Instruction (611620) | 910 | 1,040 | 14% | 9% |
| Elementary and Secondary Schools (Local Government) (903611) | 767 | 795 | 4% | 8% |
| Fine Arts Schools (611610) | 703 | 808 | 15% | 7% |
| All Other Miscellaneous Schools and Instruction (611699) | 647 | 819 | 27% | 6% |
| Elementary and Secondary Schools (611110) | 465 | 494 | 6% | 5% |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 437 | 432 | -1% | 4% |
| All Other Amusement and Recreation Industries (713990) | 323 | 357 | 11% | 3% |
| Golf Courses and Country Clubs (713910) | 267 | 259 | -3% | 3% |
| Language Schools (611630) | 241 | 243 | 1% | 2% |
| Sports Teams and Clubs (711211) | 238 | 251 | 5% | 2% |
| Civic and Social Organizations (813410) | 224 | 234 | 4% | 2% |
| Local Government, Excluding Education and Hospitals (903999) | 205 | 213 | 4% | 2% |
| Independent Artists, Writers, and Performers (711510) | 157 | 154 | -2% | 2% |
| Educational Support Services (611710) | 124 | 137 | 10% | 1% |
| Colleges, Universities, and Professional Schools (Local Government) (903612) | 116 | 109 | -6% | 1% |
| Other Spectator Sports (711219) | 111 | 108 | -3% | 1% |

*Source: EMSI 2020.3*

**Table 6. Top Employers Posting Athletic Coaching Occupations in Bay Region and Mid-Peninsula Sub-Region (Sept 2019 - Aug 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Oakland USD | 255 | Weight Watchers | 30 | San Mateo Union HSD | 75 |
| East Side HSD | 201 | YMCA | 28 | Nueva School | 28 |
| Kidztopros | 140 | Super Sports Stars | 28 | Soccer Shots Bay Area | 27 |
| San Mateo Union HSD | 75 | Nueva School | 28 | Super Soccer Stars | 22 |
| Super Soccer Stars | 58 | Exos | 28 | Kidztopros | 20 |
| Fairfield Suisun Unified | 53 | Alameda USD | 28 | World Cup Soccer Camps & Clinics | 13 |
| Soccer Shots Bay Area | 51 | After School Life | 28 | University San Francisco | 13 |
| Fremont Union HSD | 48 | Rodriguez High School  | 24 | South San Francisco Unified | 12 |
| Santa Rosa City Schools | 47 | Rally Camps | 24 | Sequoia Union HSD | 12 |
| Pleasanton USD | 46 | Napa Valley USD | 24 | French American International School | 12 |
| Euro School Of Tennis | 42 | Foothill De Community College District | 23 | YMCA | 10 |
| World Cup Soccer Camps & Clinics | 41 | Bay Club Incorporated | 23 | San Mateo County Community College District | 10 |
| San Ramon Valley USD | 41 | Orangetheory Fitness | 20 | Exos | 10 |
| Santa Cruz City Schools | 40 | Fairfield High School  | 20 | The South San Francisco USD | 9 |
| Ants Sports & Enrichment | 37 | East Bay Innovations | 18 | Super Sports Stars | 9 |
| University Of California Berkeley | 33 | Scotts Valley Usd | 17 | Caminar | 9 |
| Ceo Focus | 31 | Palo Alto USD | 17 | Bay Club Incorporated | 9 |

*Source: Burning Glass*

# Educational Supply

There is one (1) community college (Diablo Valley College) in the Bay Region issuing four (4) awards on average annually (last 3 years ending 2018-19) on TOP 0835.60-Coaching. There are no colleges in the Mid-Peninsula sub-region issuing awards on this TOP code .

**Table 7. Awards on TOP 0835.60-Coaching in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate Low Unit | Total |
| Diablo Valley | East Bay | 3 | 1 | 4 |
| **Total Bay Region** | **3** | **1** | **4** |
| **Total Mid-Peninsula Sub-Region** | **0** | **0** | **0** |

# 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 1,750 annual openings for the Athletic Coaching occupational cluster and four (4) annual (3-year average) awards for an annual undersupply of 1,746 students. In the Mid-Peninsula Sub-Region, there is also a gap with 437 annual openings and no annual (3-year average) awards for an annual undersupply of 437 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0835.60-Coaching**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **2017-18** | **Bay** All CTE Programs | **CCSF** All CTE Programs | **State** 0835.60 | **Bay** 0835.60 | **Mid-Peninsula** 0835.60 | **CCSF** 0835.60 |
| % Employed Four Quarters After Exit | 74% | 66% | 59% | 68% | n/a | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $12,765 | $5,369 | $6,287 | n/a | n/a |
| Median % Change in Earnings | 46% | 25% | 45% | 28% | n/a | n/a |
| % of Students Earning a Living Wage | 63% | 46% | 34% | 24% | n/a | n/a |

*Source: Launchboard Pipeline (version available on (9/17/20*

# Skills, Certifications and Education

**Table 9. Top Skills for Athletic Coaching Occupations in Bay Region (Sept 2019 - Aug 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Skill** | **Postings** | **Skill** | **Postings** | **Skill** | **Postings** |
| Cardiopulmonary Resuscitation (CPR) | 1,732 | Tennis | 167 | Sales | 81 |
| Teaching | 1,480 | Purchasing | 161 | Child Care | 80 |
| Scheduling | 794 | Baseball | 145 | Finance | 80 |
| Concussion Diagnosis / Treatment | 664 | Gymnastics | 132 | Onboarding | 78 |
| Cardiac Arrest | 572 | Staff Management | 132 | Robotics | 75 |
| Soccer | 497 | Social Media | 130 | Conflict Management | 72 |
| Psychology | 426 | Fitness | 116 | Group Fitness | 71 |
| Illness Prevention | 397 | Child Development | 109 | Physiology | 70 |
| Budgeting | 293 | Softball | 107 | Prevent And Treat Injuries | 68 |
| Customer Service | 289 | Mental Health | 104 | Empower | 67 |
| Fundraising | 263 | Developmental Disabilities | 99 | Customer Contact | 66 |
| Sports Injuries | 260 | Cleaning | 97 | Staff Development | 65 |
| Football | 201 | Health Screening | 89 | Maintaining Student Discpline | 64 |
| Cash Handling | 197 | Rehabilitation | 85 | Agile coaching | 63 |
| Lesson Planning | 172 | Administrative Functions | 81 | Lifting Ability | 62 |

*Source: Burning Glass*

**Table 10. Certifications for Athletic Coaching Occupations in Bay Region (Sept 2019 - Aug 2020)**

Note: 59% 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** |
| First Aid CPR AED | 1,214 | American Institute of Architects | 8 |
| Driver's License | 686 | Certified Quality Auditor (CQA) | 7 |
| Personal Fitness Trainer Certification | 24 | AFAA Certification | 7 |
| CDL Class B | 23 | Series 7 | 4 |
| Certified Teacher | 20 | Project Management Certification | 4 |
| Group Exercise Instructor | 18 | Conflict Resolution | 4 |
| Water Safety Instructor | 14 | Certified Private Wealth Advisor (CPWA) | 4 |
| Certified Fitness Instructor | 14 | Certified Medical Assistant | 4 |
| Certified ScrumMaster (CSM) | 13 | Certified Financial Planner (CFP) | 4 |
| American Heart Association Certification | 9 | Ca License | 4 |
| Registered Dietitian | 8 | Athletic Trainer Certification | 4 |
| CDL Class A | 8 | Air Brake Certified | 4 |

*Source: Burning Glass*

**Table 11. Education Requirements for Athletic Coaching Occupations in Bay Region**

Note: 42% 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 | 1,918 | 73% |
| Associate Degree | 78 | 3% |
| Bachelor’s Degree or Higher | 537 | 24% |

*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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