**Floral Event Planner Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

May 2020

# Recommendation

Based on all available data, there appears to be an undersupply of Floral Event Planner 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 177 students in the Bay region and 65 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0109.20 – Floriculture/Floristry 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 and in the region.

# Introduction

This report profiles Floral Event Planner 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.

|  |
| --- |
| * **Floral Designers (SOC 27-1023):** Design, cut,and arrange live, dried, or artificial flowers and foliage.
 |
| Entry-Level Educational Requirement: High school *diploma or equivalent* |
| Training Requirement: Moderate-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 29% |
|  |

# Occupational Demand

**Table 1. Employment Outlook for Floral Event Planner 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 |
| Floral Designers |  1,895  |  1,869  | -27 | -1% |  982  |  196  | $12.76 | $16.52 |

*Source: EMSI 2020.1*

**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 Floral Event Planner 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 |
| Floral Designers |  623  |  629  | 6 | 1% |  340  |  68  | $14.01 | $17.82 |

*Source: EMSI 2020.1*

**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 (April 2019 - March 2020)**

| Occupation | Bay Region | Mid-Peninsula |
| --- | --- | --- |
|  Floral Designers | 59 | 16 |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Floral Event Planner Occupations for latest 12 months (April 2019 - March 2020) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Floral Designer | 42 | Florists | 1 |
| Florist/Designer | 3 | Florist, Software, Education Industry | 1 |
| Operations Specialist | 2 | Florist, Information And Technology Industry | 1 |
| Buyer | 2 | Florist | 1 |
| Specialist | 1 | Driver/Florist | 1 |
| Merchandise Flowers Atcostco In | 1 | Assistant Florist | 1 |

**Table 4b. Top Job Titles for Floral Event Planner Occupations for latest 12 months (April 2019 - March 2020) Mid-Peninsula Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Mid-Peninsula | Common Title | Mid-Peninsula |
| Floral Designer | 10 | Florist/Designer | 1 |
| Specialist | 1 | Florist, Software, Education Industry | 1 |
| Florist, Information And Technology Industry | 1 |  |  |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Floral Event Planners in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2019) | Jobs in Industry (2022) | % Change (2019-24) | % Occupation Group in Industry (2019) |
| Florists (453110) | 879 | 865 | -2% | 46% |
| Supermarkets and Other Grocery (except Convenience) Stores (445110) | 198 | 205 | 4% | 10% |
| Graphic Design Services (541430) | 187 | 179 | -4% | 10% |
| Interior Design Services (541410) | 159 | 163 | 3% | 8% |
| Other Specialized Design Services (541490) | 32 | 33 | 3% | 2% |
| Industrial Design Services (541420) | 24 | 23 | -4% | 1% |
| Other Miscellaneous Nondurable Goods Merchant Wholesalers (424990) | 22 | 18 | -18% | 1% |

*Source: EMSI 2020.1*

**Table 6. Top Employers Posting Floral Event Planner Occupations in Bay Region and Mid-Peninsula Sub-Region (April 2019 - March 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Expressions Floral | 9 | Lord & Taylor/Hudsons Bay Co | 1 | Family Owned Florist | 2 |
| Whole Foods Market, Inc. | 2 | Leal Vineyards | 1 | William Paul Floral Design | 1 |
| Pebble Beach Resorts | 2 | Landscaping Design | 1 | Villa Florence San Francisco | 1 |
| Gigis Florist | 2 | Kendal Merchandising Services | 1 | Pavilion Of Flowers | 1 |
| Family Owned Florist | 2 | Juanitas Flowers | 1 | Lord & Taylor/Hudsons Bay Co | 1 |
| Apple Blossom Florist | 2 | J Floral Art Incorporated | 1 | J Floral Art Incorporated | 1 |
| Williams Creative | 1 | Instacart | 1 | Ideas Event Styling | 1 |
| William Paul Floral Design | 1 | Ideas Event Styling | 1 | Flowers Of The Valley Sf | 1 |
| Villa Florence San Francisco | 1 | G & E Dorman Inc | 1 | Floranext | 1 |
| Tfh Corp Dba The Flower House | 1 | From Heart Florist | 1 | Floral Designer | 1 |
| Solano Florist | 1 | Flowers Of The Valley Sf | 1 | Elizabeths Flowers | 1 |
| Safeway Incorporated | 1 | Floranext | 1 | Edinhart Realty & Design Corp | 1 |
| Rust & Flourish | 1 | Floral Designer | 1 | Bloominous Com | 1 |
| Rosies Posies Downtown Florist | 1 | Floral Arts Florist | 1 |  |  |
| Pavilion Of Flowers | 1 | Expressions Floral / Frank's Garden Florist | 1 |  |  |
| Oak Creek Florist | 1 | Emilia Flowers | 1 |  |  |
| Misaghi Design | 1 | Elizabeths Flowers | 1 |  |  |

*Source: Burning Glass*

# Educational Supply

There are three (3) community colleges in the Bay Region issuing 19 awards on average annually (last 3 years ending 2018-19) on TOP 0109.20 – Floriculture/Floristry. There is one college (CCSF) in the Mid-Peninsula Sub-Region issuing three (3) awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0109.20 – Floriculture/Floristry in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **College** | **Sub-Region** | **Associates** | **Certificate Low Unit** | **Total** |
| Mission | Silicon Valley |  |  5  |  5  |
| San Francisco | Mid-Peninsula |  2  |  1  |  3  |
| Santa Rosa | North Bay |  2  |  9  |  11  |
| **Total Bay Region** |  **4**  |  **15**  |  **19**  |
| **Total Mid-Peninsula Sub-Region** | **2** | **1** | **3** |

# 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 labor market gap in the Bay region with 196 annual openings for the Floral Event Planner occupational cluster and 19 annual (3-year average) awards for an annual undersupply of 177 students. In the Mid-Peninsula Sub-Region, there is also a gap with 68 annual openings and 3 annual (3-year average) awards for an annual undersupply of 65 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0109.20 – Floriculture/Floristry**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | City College of San Francisco (All CTE Programs) | State (0109.20) | Bay (0109.20) | Mid-Peninsula (0109.20) | City College of San Francisco (0109.20) |
| % Employed Four Quarters After Exit | 74% | 73% | 55% | 59% | 53% | 53% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,170 | $7,233 | $7,986 | $10,085 | $10,085 |
| Median % Change in Earnings | 46% | 50% | 42% | 51% | 20% | 20% |
| % of Students Earning a Living Wage | 63% | 55% | 43% | 47% | 48% | 48% |

*Source: Launchboard Pipeline (version available on 5/12/20)*

# Skills, Certifications and Education

**Table 9. Top Skills for Floral Event Planner Occupations in Bay Region (April 2019 - March 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Floral Design | 43 | Basic Mathematics | 2 | Surveillance | 2 |
| Customer Service | 19 | Budgeting | 2 | Training Programs | 2 |
| Retail Industry Knowledge | 7 | Business Process | 2 | 3D Studio Max | 1 |
| Cleaning | 6 | Calculator | 2 | AutoCAD | 1 |
| Purchasing | 6 | Customer Billing | 2 | Event Planning | 1 |
| Merchandising | 5 | Customer Contact | 2 | Facebook | 1 |
| Machinery | 4 | Database Administration | 2 | Heavy Lifting | 1 |
| Product Knowledge | 4 | Inventory Monitoring | 2 | Project Management | 1 |
| Retail Sales | 4 | Keyboards | 2 | SketchUp | 1 |
| Sales | 4 | Sales Management | 2 | Software as a Service (SaaS) | 1 |
| Delivery Unload and Breakdown | 3 | Sales Meetings | 2 | Technical Support | 1 |
| Lifting Ability | 3 | Scheduling | 2 |  |  |
| Sales Goals | 3 | Security Camera Monitoring | 2 |  |  |
| Social Media | 3 | Staff Management | 2 |  |  |
| Agronomy | 2 | Store Management | 2 |  |  |

*Source: Burning Glass*

**Table 10. Certifications for Floral Event Planner Occupations in Bay Region (April 2019 - March 2020)**

Note: 63% 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 |
| Driver's License | 22 |

*Source: Burning Glass*

**Table 11. Education Requirements for Floral Event Planner 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 | 18 | 90% |
| Associate Degree | 2 | 10% |
| Bachelor’s Degree or Higher | 0 | 0% |

*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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