



Customer Relationship Management Occupations Labor Market Information Report Cabrillo College

Prepared by the San Francisco Bay Center of Excellence
for Labor Market Research
August 2020

Recommendation

Based on all available data, there appears to be a significant undersupply of Customer Relationship Management workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, and Santa Cruz Counties). There is a projected annual gap of about 9,670 students in the Bay region and 604 students in the SC-Monterey Sub-Region.

This report also provides student outcomes data on employment and earnings for TOP 0514.00-Office Technology/Office Computer Applications 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 Cabrillo College and in the region.

Introduction

This report profiles Customer Relationship Management Occupations in the 12 county Bay region and in the SC-Monterey sub-region for state chaptering of an existing low unit, local certificate - Customer Relationship Management (CRM) - at Cabrillo College.

- **Procurement Clerks (43-3061):** Compile information and records to draw up purchase orders for procurement of materials and services.
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: 34%
- **Order Clerks (43-4151):** Receive and process incoming orders for materials, merchandise, classified ads, or services such as repairs, installations, or rental of facilities. Generally receives orders via mail, phone, fax, or other electronic means. Duties include informing customers of receipt, prices, shipping dates, and delays; preparing contracts; and handling complaints. Excludes "Dispatchers, Except Police, Fire, and Ambulance" (43-5032) who both dispatch and take orders for services.
Entry-Level Educational Requirement: Some college, no degree
Training Requirement: Short-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 37%
- **First-Line Supervisors of Retail Sales Workers (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: 38%

- First-Line Supervisors of Non-Retail Sales Workers (41-1012):** Directly supervise and coordinate activities of sales workers other than retail sales workers. May perform duties, such as 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: 30%
- First-Line Supervisors of Office and Administrative Support Workers (43-1011):** Directly supervise and coordinate the activities of clerical and administrative support workers.
 Entry-Level Educational Requirement: High school diploma or equivalent
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%

Occupational Demand

Table 1. Employment Outlook for Customer Relationship Management Occupations in Bay Region

Occupation	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	25% Hourly Wage	Median Hourly Wage
Procurement Clerks	1,354	1,395	41	3%	769	154	\$19.42	\$23.42
Order Clerks	6,720	6,907	188	3%	4,238	848	\$16.09	\$20.01
First-Line Supervisors of Retail Sales Workers	32,160	31,685	-475	-1%	17,796	3,559	\$15.96	\$20.27
First-Line Supervisors of Non-Retail Sales Workers	9,420	9,596	176	2%	4,914	983	\$21.82	\$31.10
First-Line Supervisors of Office and Administrative Support Workers	39,270	40,594	1,324	3%	22,439	4,488	\$24.88	\$31.59
TOTAL	88,924	90,178	1,254	1%	50,155	10,031	\$20.58	\$26.44

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 Customer Relationship Management Occupations in SC-Monterey Sub-Region

Occupation	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	25% Hourly Wage	Median Hourly Wage
Procurement Clerks	135	135	0	0%	73	15	\$18.86	\$23.55
Order Clerks	394	385	-9	-2%	229	46	\$13.03	\$16.32
First-Line Supervisors of Retail Sales Workers	2,996	2,947	-49	-2%	1,666	333	\$16.36	\$20.18
First-Line Supervisors of Non-Retail Sales Workers	503	499	-4	-1%	251	50	\$17.71	\$28.11
First-Line Supervisors of Office and Administrative Support Workers	2,416	2,472	56	2%	1,350	270	\$22.45	\$27.84
TOTAL	6,444	6,438	-5	0%	3,568	714	\$18.60	\$23.50

Source: EMSI 2020.3

SC-Monterey Sub-Region includes: Monterey, San Benito, and Santa Cruz Counties

Job Postings in Bay Region and SC-Monterey Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (July 2019 - June 2020)

Occupation	Bay Region	4 County Region	SC-Monterey Sub-Region
First-Line Supervisors of Retail Sales Workers	26,333	8,160	1,294

Occupation	Bay Region	4 County Region	SC-Monterey Sub-Region
First-Line Supervisors of Office and Administrative Support Workers	10,666	2,680	283
First-Line Supervisors of Non-Retail Sales Workers	2,663	820	83
Order Clerks	554	109	16
Procurement Clerks	433	138	31
TOTAL	40,649	11,907	1,707

Source: Burning Glass

Table 4a. Top Job Titles for Customer Relationship Management Occupations for latest 12 months (July 2019 - June 2020) Bay Region

Common Title	Bay	Common Title	Bay
Store Manager	3,425	General Manager	398
Assistant Store Manager	3,253	Sales Lead	377
Office Manager	2,159	Retail Sales Manager	360
Assistant Manager	1,531	Manager In Training	339
Key Holder	1,384	Front Office Manager	319
Customer Manager	1,269	Shift Lead	284
Retail Store Manager	787	Retail Supervisor	246
Retail Manager	671	Shift Supervisor	240
Sales Manager	610	Management Trainee	235
Payroll Manager	569	Accounts Payable Manager	229
Sales Supervisor	548	Assistant Retail Store Manager	224
Customer Service Manager	502	Front Office Supervisor	220
Supervisor	432	Team Leader	214
Manager	431	Senior Customer Manager	211

Table 4b. Top Job Titles for Customer Relationship Management Occupations for latest 12 months (July 2019 - June 2020) 4-County Region (Santa Clara, Santa Cruz, San Benito and Monterey Counties)

Common Title	SC-Monterey	Common Title	SC-Monterey
Store Manager	1,040	Customer Service Manager	116
Assistant Store Manager	941	Retail Sales Manager	114
Office Manager	526	General Manager	107
Assistant Manager	473	Retail Supervisor	96
Key Holder	441	Manager In Training	93
Customer Manager	258	Shift Lead	83
Retail Store Manager	255	Shift Supervisor	75
Sales Manager	214	Front Office Manager	73
Retail Manager	208	Department Supervisor	67
Manager	170	Practice Manager	63
Sales Supervisor	169	Team Leader	60
Supervisor	136	Front Office Supervisor	59
Payroll Manager	132	Assistant Retail Manager	56
Sales Lead	128	Store Supervisor	55

Source: Burning Glass

Table 4c. Top Job Titles for Customer Relationship Management Occupations for latest 12 months (July 2019 - June 2020) SC-Monterey Sub-Region

Common Title	SC-Monterey	Common Title	SC-Monterey
Assistant Store Manager	161	General Manager	22
Store Manager	137	Store Support	20
Assistant Manager	73	Costco	18
Office Manager	62	Department Supervisor	17
Retail Manager	43	Trainee Shift Supervisor, Management	16

Shift Supervisor	41	Retail Sales Manager	16
Payroll Manager	40	Sales Lead	14
Retail Store Manager	32	Front End Supervisor	14
Manager	31	Assistant Office Manager	14
Sales Manager	30	Team Leader	13
Manager In Training	29	Retail Supervisor	13
Sales Supervisor	27	Purchasing Clerk	13
Key Holder	27	Kid Zone Team	13
Shift Lead	23	Customer Service Manager	13

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Customer Relationship Management 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)
Supermarkets and Other Grocery (except Convenience) Stores (445110)	4,826	4,867	1%	5%
Electronic Shopping and Mail-Order Houses (454110)	3,329	4,003	20%	4%
Warehouse Clubs and Supercenters (452311)	2,519	2,909	15%	3%
Internet Publishing and Broadcasting and Web Search Portals (519130)	2,372	2,863	21%	3%
Department Stores (452210)	2,151	1,466	-32%	2%
Family Clothing Stores (448140)	2,100	2,023	-4%	2%
Local Government, Excluding Education and Hospitals (903999)	2,093	2,138	2%	2%
Corporate, Subsidiary, and Regional Managing Offices (551114)	1,904	1,913	0%	2%
Electronics Stores (443142)	1,564	1,265	-19%	2%
Commercial Banking (522110)	1,549	1,574	2%	2%
Hotels (except Casino Hotels) and Motels (721110)	1,270	1,307	3%	1%
Offices of Physicians (except Mental Health Specialists) (621111)	1,248	1,227	-2%	1%
New Car Dealers (441110)	1,139	1,161	2%	1%
Home Centers (444110)	1,069	938	-12%	1%
Shoe Stores (448210)	1,065	1,143	7%	1%
Gasoline Stations with Convenience Stores (447110)	970	1,047	8%	1%
Offices of Dentists (621210)	964	1,028	7%	1%
Used Merchandise Stores (453310)	961	969	1%	1%
All Other General Merchandise Stores (452319)	901	1,054	17%	1%
Software Publishers (511210)	866	1,055	22%	1%
Custom Computer Programming Services (541511)	862	1,014	18%	1%

Source: EMSI 2020.3

Table 6. Top Employers Posting Customer Relationship Management Occupations in Bay Region and SC-Monterey Sub-Region (July 2019 - June 2020)

Employer	Bay	Employer	Bay	Employer	SC-Monterey
Target	587	Target	159	Rite Aid Corporation	62
Walgreens Boots Alliance Inc	430	Applied Materials	156	Target	39
				Walgreens Boots Alliance Inc	35
Macy's	430	Walgreens Boots Alliance Inc	134	The Home Depot Inc	35
Gap Inc.	424	Whole Foods Market, Inc.	128	CVS Health	33
The Home Depot Inc	415	The Home Depot Inc	122	Macy's	32
Amazon	402	Macy's	116	AutoZone Auto Parts	29
Whole Foods Market, Inc.	381	Sprouts Farmers Markets	108	CVS Health	29
CVS Health	356	CVS Health	103	GameStop Inc	23

VF Corporation	308	Amazon	100	VF Corporation	21
Rite Aid Corporation	304	Rite Aid Corporation	97	El Super Markets El Super	21
AutoZone Auto Parts	289	VF Corporation	93	Whole Foods Market, Inc.	20
Sprouts Farmers Markets	267	Apple Inc.	90	Abercrombie & Fitch	18
Spencers	231	Lowe's Companies, Inc	77	Spencers	17
Walmart / Sam's	226	Sprint Corporation	76	UC Santa Cruz	16
GameStop Inc	223	Google Inc.	75	Best Buy	16
Lowe's Companies, Inc	214	Walmart / Sam's	72	El Super	15
The Save Mart Companies	205	Bloomingdale's	72	Walmart / Sam's	14

Source: Burning Glass

Educational Supply

There are 21 community colleges in the Bay Region issuing 209 awards on average annually (last 3 years ending 2018-19) on TOP 0514.00-Office Technology/Office Computer Applications. There are two colleges in the SC-Monterey Sub-Region issuing 49 awards on average annually (last 3 years) on this TOP code.

There are six (6) Other Educational Institutions in the Bay Region issuing 152 awards on average annually (last 3 years ending 2016-17) on TOP 0514.00-Office Technology/Office Computer Applications. There are two Other Educational Institutions in the SC-Monterey Sub-Region issuing 61 awards on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 0514.00-Office Technology/Office Computer Applications in Bay Region

College	Sub-Region	Associates	Certificate Low Unit	Noncredit	Total
Cabrillo	SC - Monterey	4	28		32
Canada	Mid-Peninsula	1	2		3
Chabot	East Bay	6	5		11
Contra Costa	East Bay	5	5		10
Diablo Valley	East Bay		2		2
Evergreen Valley	Silicon Valley	1			1
Gavilan	Silicon Valley	1	1		2
Hartnell	SC - Monterey	8	8		16
Laney	East Bay	3	1		4
Las Positas	East Bay		1		1
Los Medanos	East Bay	4	3		7
Mission	Silicon Valley	1	2		3
Napa	North Bay	1			1
Ohlone	East Bay		1		1
San Francisco	Mid-Peninsula	3	4		7
San Francisco Ctrs	Mid-Peninsula		1	19	20
San Jose City	Silicon Valley		2		2
San Mateo	Mid-Peninsula	1	5		6
Santa Rosa	North Bay	9	34	20	63
Skyline	Mid-Peninsula	2	3		5
Solano	North Bay	5	6		11
West Valley	Silicon Valley		1		1
Total Bay Region		56	114	39	209
Total SC-Monterey Sub-Region		13	36	0	49

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Table 7b. Other Educational Institutions Awards on TOP 0514.00-Office Technology/Office Computer Applications in Bay Region

College	Sub-Region	Associate Degree	Award < 1 academic yr.	Award 1 < 2 academic yrs.	Award 2 < 4 academic yrs.	Total
Central Coast College	SC - Monterey		19			19
CET-Salinas	SC - Monterey			42		42
CET-Sobrato	Silicon Valley		28	14		42
Empire College	North Bay	10	6	14		30
Golden State College of Court Reporting	East Bay				6	6
Mt. Diablo Adult Education-Mt. Diablo USD	East Bay		13			13
Total Bay Region		10	66	70	6	152
Total SC-Monterey Sub-Region		0	19	42	0	61

Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 10,031 annual openings for the Customer Relationship Management occupational cluster and 361 annual (3-year average) awards from community colleges and Other Educational Institutions for an annual undersupply of 9,670 students. In the SC-Monterey Sub-Region, there is also a gap with 714 annual openings and 110 annual (3-year average) awards from community colleges and Other Educational Institutions for an annual undersupply of 604 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0514.00-Office Technology/Office Computer Applications

2015-16	Bay All CTE Programs	Cabrillo College All CTE Programs	State (0514.00)	Bay (0514.00)	SC-Monterey (0514.00)	Cabrillo College (0514.00)
% Employed Four Quarters After Exit	74%	70%	66%	71%	71%	70%
Median Quarterly Earnings Two Quarters After Exit	\$10,550	\$8,510	\$6,765	\$8,568	\$6,993	\$8,036
Median % Change in Earnings	46%	58%	46%	40%	36%	43%
% of Students Earning a Living Wage	63%	54%	47%	56%	51%	52%

Source: Launchboard Pipeline (version available on (8/12/20))

Skills, Certifications and Education

Table 9. Top Skills for Customer Relationship Management Occupations in Bay Region (July 2019 - June 2020)

Skill	Postings	Skill	Postings	Skill	Postings
Retail Industry Knowledge	14,508	Staff Management	3,970	Project Management	2,422
Customer Service	11,833	Retail Sales	3,610	Guest Services	2,195
Store Management	11,465	Supervisory Skills	3,462	Performance Management	2,064
Sales	11,291	Sales Management	3,296	Description and Demonstration of Products	2,039
Scheduling	9,797	Inventory Management	3,272	Product Sales	2,035
Merchandising	9,651	Onboarding	3,132	Repair	1,943
Sales Goals	6,326	Cash Handling	3,005	Accounting	1,929
Budgeting	5,690	Inventory Control	2,795	Cleaning	1,855
Store Operations	4,514	Office Management	2,672	Teaching	1,545

Product Knowledge	4,498	Key Performance Indicators (KPIs)	2,563	Customer Billing	1,489
Retail Management	4,465	Visual Merchandising	2,541	Sales Planning	1,435
Customer Contact	4,258	Lifting Ability	2,499	Business Acumen	1,430
Retail Industry Knowledge	14,508	Staff Management	3,970	Project Management	2,422
Customer Service	11,833	Retail Sales	3,610	Guest Services	2,195
Store Management	11,465	Supervisory Skills	3,462	Performance Management	2,064

Source: Burning Glass

Table 10. Certifications for Customer Relationship Management Occupations in Bay Region (July 2019 - June 2020)

Note: 87% 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	2,669	Cosmetology License	83
Pharmacy Technician Certification Board (PTCB)	446	IT Infrastructure Library (ITIL) Certification	79
Food Handler Certification	358	Security Clearance	76
Certified Payroll Professional (CPP)	177	Certified ScrumMaster (CSM)	65
ServSafe	173	Leadership In Energy And Environmental Design (LEED) Certified	47
First Aid Cpr Aed	164	Cash Handling Certification	45
Project Management Certification	156	Makeup Artist	35
Automotive Service Excellence (ASE) Certification	156	Ca License	33
Certified Protection Professional (CPP)	137	Basic Life Saving (BLS)	32
Project Management Professional (PMP)	93	Board Certified/Board Eligible	31
OSHA Forklift Certification	91	Fundamental Payroll Certification	30
Food Service Certification	91	Registered Behavior Technician	28

Source: Burning Glass

Table 11. Education Requirements for Customer Relationship Management Occupations in Bay Region

Note: 46% 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	10,665	49%
Associate Degree	1,093	5%
Bachelor's Degree or Higher	9,398	46%

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 CCCCCO Data Mart.

Sources

O*Net Online
 Labor Insight/Jobs (Burning Glass)
 Economic Modeling Specialists International (EMSI)
 CTE LaunchBoard 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

For more information, please contact:

- Doreen O'Donovan, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), doreen@baccc.net or (831) 479-6481
- John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544