

Program Endorsement Brief: 0509.40/Sales and Salesmanship Business Networking and Sales Certificate

Orange County Center of Excellence, May 2020

Summary Analysis

The Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to four middle-skill occupations: Advertising Sales Agents (41-3011), Sales Representatives, Services, All Other (41-3099), Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-3099), and Sales and Related Workers, All Other (41-9099). Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.¹ This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data there appears to be a supply gap for these middle-skill business networking and sales occupations in the region. **Therefore, the COE endorses this proposed program.** Reasons include:

Demand:

- Over the next five years, there is projected to be **16,873 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 23 awards conferred annually** by educational institutions in the region.
- The national-level educational attainment data indicates **between 27% and 31.3% of workers in the field have completed some college or an associate degree.**
 - However, of the 29% of middle-skill business networking and sales job postings listing a minimum education requirement in Los Angeles/Orange County, **87% (11,884) requested a high school diploma.**
- Wages for these occupations vary for Los Angeles and Orange Counties.
 - **Typical regional entry-level wages for these occupations are** between \$15.11 and \$17.96, which is **higher than the California Family Needs Calculator hourly wage (living wage) for one adult in Los Angeles County (\$15.04).**²
 - However, **typical regional entry-level wages for two of these occupations (Sales Representatives, Services, All Other [\$17.12], and Sales and Related Workers, All**

¹ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

² Living wage data was pulled from California Family Needs Calculator on 5/4/20. For more information, visit the California Family Needs Calculator website: <https://insightccd.org/2018-family-needs-calculator/>.

Other [\$15.11] are lower than the hourly living wage in Orange County (\$17.36).

- **Experienced workers in all four occupations can expect to earn regional wages between \$29.08 and \$42.54, which is higher than the living wage estimates for both counties.**

Supply:

- **There are 4 educational institutions in the region, all of which are community colleges, that have sales and salesmanship programs, conferring an average of 23 awards annually between 2016 and 2019.**

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these middle-skill business networking and sales occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 1% through 2024. However, there will be nearly 16,900 job openings per year through 2024 due to retirements and workers leaving the field.

This report includes employment projection data by Emsi, which uses EDD information. Emsi’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	100,858	99,876	(982)	(1%)	12,103
Orange	39,144	39,366	222	1%	4,770
Total	140,001	139,242	(759)	(1%)	16,873

Wages—Typical regional entry-level hourly wages for these middle-skill business networking and sales occupations are between \$15.11 and \$17.96. Regional entry-level wages for these occupations are higher than the California Family Needs Calculator hourly wage (living wage) for one adult in Los Angeles County (\$15.04). However, regional entry-level wages for two of these occupations (Sales Representatives, Services, All Other [\$17.12], and Sales and Related Workers, All Other [\$15.11]) are lower than the hourly living wage in Orange County (\$17.36). Experienced workers can expect to earn regional wages between \$29.08 and \$42.54, which is higher than the living wage estimates for both counties. Regional average wages are below the

³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

average statewide wage of \$33.23 for these occupations. Wage information, by county, is included in Appendix A.

Job Postings—There were 47,356 online job postings related to business networking and sales listed in the past 12 months. The highest number of job postings were for sales representative, account manager, outside sales representative, sales consultant, and inside sales representative. The top skills were: sales, customer service, outside sales, prospective clients, and sales goals. The top three employers, by number of job postings, in the region were: SENTEXT Solutions, U.S. Bancorp, and Spectrum. Of the 47,356 online job postings, 29% list a minimum education requirement.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment—The Bureau of Labor Statistics (BLS) lists a high school diploma as the typical entry-level education for these middle-skill business networking and sales occupations. The national-level educational attainment data indicates between 27% and 31.3% of workers in the field have completed some college or an associate degree. Of the 29% of middle-skill business networking and sales job postings listing a minimum education requirement in Los Angeles/Orange County, 87% (11,884) requested a high school diploma and 13% (1,777) requested an associate degree.

Supply

Community College Supply—Exhibit 2 shows the three-year average number of awards conferred by community colleges in the related TOP code: Sales and Salesmanship (0509.40). The college with the most completions in the region is Santa Monica. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2016-2019

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
0509.40	Sales and Salesmanship	Cerritos	10	0	0	3
		Santa Monica	14	16	13	14
		LA Subtotal	24	16	13	18
		Orange Coast	0	11	3	5
		Santa Ana	0	1	0	0
		OC Subtotal	0	12	3	5
Supply Total/Average			24	28	16	23

Currently, there are no four-year or other non-community colleges in the region that offer programs training for the middle-skill business networking and sales occupations in this report.

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Advertising Sales Agents (41-3011)	6,757	6,989	232	3%	984	\$18.44	\$28.61	\$43.32
Sales Representatives, Services, All Other (41-3099)	37,899	39,033	1,134	3%	5,114	\$17.14	\$26.23	\$38.45
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	48,596	46,208	(2,388)	(5%)	5,002	\$17.54	\$27.06	\$41.20
Sales and Related Workers, All Other (41-4099)	7,606	7,646	40	1%	1,004	\$15.22	\$20.84	\$29.42
Total	100,858	99,876	(982)	(1%)	12,103			

Exhibit 5. Orange County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Advertising Sales Agents (41-3011)	1,533	1,475	(58)	(4%)	206	\$16.18	\$25.35	\$38.71
Sales Representatives, Services, All Other (41-3099)	16,104	16,819	715	4%	2,233	\$17.07	\$26.11	\$38.20
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	18,441	17,966	(475)	(3%)	1,920	\$19.13	\$29.53	\$44.90

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Sales and Related Workers, All Other (41-4099)	3,065	3,106	41	1%	409	\$14.82	\$20.20	\$28.33
Total	39,144	39,366	222	1%	4,770			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Advertising Sales Agents (41-3011)	8,290	8,464	174	2%	1,191	\$17.95	\$27.98	\$42.54
Sales Representatives, Services, All Other (41-3099)	54,003	55,852	1,849	3%	7,347	\$17.12	\$26.20	\$38.37
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	67,036	64,173	(2,863)	(4%)	6,922	\$17.96	\$27.72	\$42.22
Sales and Related Workers, All Other (41-4099)	10,672	10,753	81	1%	1,413	\$15.11	\$20.65	\$29.08
Total	140,001	139,242	(759)	(1%)	16,873			

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor's Office Management Information Systems (MIS)

- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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