**Human Resources Management Occupations**

**Labor Market Information Report**

**Skyline 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 Human Resources Management 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 3,066 students in the Bay region and 1,042 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for TOP 0506.00 - Business Management 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 Skyline College and in the region.

This report profiles Human Resources Management Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program recommendation at Skyline College.

|  |
| --- |
| * **Human Resources Specialists (13-1071):** Perform activities in the human resource area. Includes employment specialists who screen, recruit, interview, and place workers. Excludes “Compensation, Benefits, and Job Analysis Specialists” (13-1141) and “Training and Development Specialists” (13-1151). |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 27% |
|  |
| * **Human Resources Assistants, Except Payroll and Timekeeping (43-4161)**: Compile and keep personnel records. Record data for each employee, such as address, weekly earnings, absences, amount of sales or production, supervisory reports, and date of and reason for termination. May prepare reports for employment records, file employment records, or search employee files and furnish information to authorized persons. |
| Entry-Level Educational Requirement: Associate's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 46*%* |

**Occupational Demand**

**Table 1. Employment Outlook for Human Resources Management 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 |
| Human Resources Specialists | 23,075 | 24,588 | 1,513 | 7% | 13,495 | 2,699 | $29.03 | $38.11 |
| Human Resources Assistants, Except Payroll and Timekeeping | 3,436 | 3,523 | 87 | 3% | 2,077 | 415 | $17.71 | $23.10 |
| **TOTAL** | **26,511** | **28,111** | **1,600** | **6%** | **15,572** | **3,114** | **$27.56** | **$36.16** |

*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 Human Resources Management 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 |
| Human Resources Specialists | 7,419 | 8,157 | 737 | 10% | 4,641 | 928 | $32.22 | $42.59 |
| Human Resources Assistants, Except Payroll and Timekeeping | 945 | 1,003 | 58 | 6% | 611 | 122 | $20.56 | $26.98 |
| **TOTAL** | **8,364** | **9,160** | **795** | **10%** | **5,253** | **1,050** | **$30.90** | **$40.83** |

*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 (July 2019 - June 2020)**

| Occupation | Bay Region | Mid-Peninsula Sub-Region |
| --- | --- | --- |
| Human Resources Specialists | 20,477 | 8,861 |
| Human Resources Assistants, Except Payroll and Timekeeping | 1,717 | 402 |
| **TOTAL** | **22,194** | **9,263** |

*Source: Burning Glass*

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

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Recruiter | 2,491 | Recruiting Specialist | 206 |
| Human Resources Generalist | 1,800 | Human Resources Associate | 191 |
| Recruiting Coordinator | 1,490 | Human Resources Representative | 182 |
| Human Resources Assistant | 1,300 | Talent Acquisition Specialist | 158 |
| Technical Recruiter | 1,273 | Executive Recruiter | 157 |
| Human Resources Coordinator | 1,094 | Healthcare Recruiter | 153 |
| Human Resources Specialist | 705 | Human Resources Business Partner | 142 |
| Specialist | 579 | Talent Acquisition Coordinator | 141 |
| Human Resources Analyst | 463 | Corporate Recruiter | 128 |
| Contract Recruiter | 298 | Sales Recruiter | 123 |
| Staffing Coordinator | 254 | Hris Analyst | 121 |
| Human Resources Administrator | 244 | Director of Human Resources | 119 |
| Human Resources Consultant | 227 | Staffing Specialist | 103 |
| Program Coordinator | 213 | Information Technology Recruiter | 99 |

**Table 4b. Top Job Titles for Human Resources Management Occupations for latest 12 months (July 2019 - June 2020) Mid-Peninsula Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Mid-Peninsula | Common Title | Mid-Peninsula |
| Recruiter | 1,172 | Human Resources Associate | 81 |
| Recruiting Coordinator | 892 | Human Resources Administrator | 81 |
| Technical Recruiter | 607 | Talent Acquisition Specialist | 80 |
| Human Resources Generalist | 549 | Talent Acquisition Coordinator | 70 |
| Human Resources Coordinator | 409 | Program Coordinator | 69 |
| Human Resources Assistant | 278 | Healthcare Recruiter | 69 |
| Human Resources Specialist | 245 | Corporate Recruiter | 61 |
| Specialist | 239 | Human Resources Representative | 58 |
| Human Resources Analyst | 189 | Director of Human Resources | 57 |
| Contract Recruiter | 143 | Hris Analyst | 52 |
| Human Resources Consultant | 101 | Generalist | 51 |
| Executive Recruiter | 100 | Talent Coordinator | 49 |
| Recruiting Specialist | 85 | Staffing Coordinator | 49 |
| Sales Recruiter | 82 | Director of Recruiting | 44 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Human Resources** **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) |
| Temporary Help Services (561320) | 1,798 | 1,820 | 1% | 7% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 1,773 | 1,819 | 3% | 7% |
| Custom Computer Programming Services (541511) | 1,190 | 1,426 | 20% | 4% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 1,179 | 1,473 | 25% | 4% |
| Local Government, Excluding Education and Hospitals (903999) | 1,003 | 1,028 | 2% | 4% |
| Computer Systems Design Services (541512) | 664 | 758 | 14% | 3% |
| Employment Placement Agencies (561311) | 592 | 513 | -13% | 2% |
| Federal Government, Civilian, Excluding Postal Service (901199) | 589 | 563 | -4% | 2% |
| Software Publishers (511210) | 574 | 713 | 24% | 2% |
| Services for the Elderly and Persons with Disabilities (624120) | 534 | 644 | 21% | 2% |
| Electronic Computer Manufacturing (334111) | 524 | 562 | 7% | 2% |
| Federal Government, Military (901200) | 514 | 498 | -3% | 2% |
| Administrative Management and General Management Consulting Services (541611) | 495 | 605 | 22% | 2% |
| General Medical and Surgical Hospitals (622110) | 451 | 421 | -7% | 2% |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 399 | 399 | 0% | 2% |
| Office Administrative Services (561110) | 380 | 386 | 2% | 1% |
| Professional Employer Organizations (561330) | 379 | 364 | -4% | 1% |
| State Government, Excluding Education and Hospitals (902999) | 344 | 359 | 4% | 1% |
| Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) (541715) | 330 | 346 | 5% | 1% |
| Other Scientific and Technical Consulting Services (541690) | 320 | 282 | -12% | 1% |
| Data Processing, Hosting, and Related Services (518210) | 319 | 429 | 34% | 1% |
| Colleges, Universities, and Professional Schools (611310) | 318 | 342 | 8% | 1% |

*Source: EMSI 2020.3*

**Table 6. Top Employers Posting Human Resources** **Management Occupations in Bay Region and Mid-Peninsula Sub-Region (July 2019 - June 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Amazon | 473 | Target | 47 | Facebook | 180 |
| Facebook | 262 | Microsoft Corporation | 44 | Amazon | 178 |
| University Of California Berkeley | 154 | Intellipro Incorporated | 44 | Deloitte | 66 |
| Securitas | 117 | Pacific Gas and Electric Company | 42 | Genentech | 51 |
| University California | 95 | Allied Universal | 42 | Visa | 50 |
| Deloitte | 90 | University Of California San Francisco | 41 | Linkedin Limited | 50 |
| Google Inc. | 81 | Republic Bancorp | 41 | Pinterest | 49 |
| Linkedin Limited | 78 | Kaiser Permanente | 39 | University Of California San Francisco | 41 |
| Nelson | 74 | Salesforce | 38 | University California | 40 |
| Genentech | 71 | Avacend Corporation | 38 | Salesforce | 38 |
| Stanford University | 63 | Western Digital | 37 | Dropbox Incorporated | 36 |
| Marriott International Incorporated | 61 | The Mom Project | 37 | Twitter | 33 |
| Anthem Blue Cross | 61 | Tesla | 36 | Marriott International Incorporated | 33 |
| Visa | 54 | Russell Tobin & Associates | 36 | Republic Bancorp | 32 |
| IBM | 52 | Dropbox Incorporated | 36 | Doordash | 32 |
| Apple Inc. | 49 | Twitter | 35 | Uber | 31 |
| Pinterest | 48 | Doordash | 33 | The Mom Project | 31 |

*Source: Burning Glass*

# Educational Supply

There are 10 community colleges in the Bay Region issuing 32 awards on average annually (last 3 years ending 2018-19) on TOP 0506.00-Business Management. There is one college (CCSF) in the Mid-Peninsula Sub-Region issuing seven (7) awards on average annually (last 3 years) on this TOP code.

There are three (3) Other Educational Institutions in the Bay Region issuing 16 awards on average annually (last 3 years ending 2016-17) on TOP 0506.00-Business Management. There is one Other Educational Institution in the Mid-Peninsula Sub-Region issuing one (1) award on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 0506.00 - Business Management** **in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ Units | Certificate Low Unit | Total |
| Cabrillo | SC - Monterey | 4 |  |  | 4 |
| Diablo Valley | East Bay | 2 |  |  | 2 |
| Laney | East Bay | 1 |  |  | 1 |
| Marin | North Bay | 1 |  |  | 1 |
| Monterey | SC - Monterey | 1 |  |  | 1 |
| Ohlone | East Bay |  |  | 3 | 3 |
| San Francisco | Mid-Peninsula | 1 |  | 6 | 7 |
| San Jose City | Silicon Valley | 1 |  | 2 | 3 |
| Santa Rosa | North Bay | 4 |  | 2 | 6 |
| Cabrillo | SC - Monterey | 4 |  |  | 4 |
| **Total Bay Region** | | **19** | **0** | **13** | **32** |
| **Total Mid-Peninsula Sub-Region** | | **1** | **0** | **6** | **7** |

# Source: Data Mart

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

**Table 7b. Other Educational Institutions Awards on TOP 0506.00 - Business Management in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **College** | **Sub-Region** | **Associate Degree** | **Award < 1 academic yr.** | **Total** |
| CET-Watsonville | SC- Monterey |  | 13 | 13 |
| Golden Gate University-San Francisco | Mid-Peninsula |  | 1 | 1 |
| John F. Kennedy University | East Bay |  | 2 | 2 |
| **Total Bay Region** | | **0** | **16** | **16** |
| **Total Mid-Peninsula Sub-Region** | | **0** | **1** | **1** |

# 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 3,114 annual openings for the Human Resources Management occupational cluster and 48 annual (3-year average) awards from community colleges and Other Educational Institutions for an annual undersupply of 3,066 students. In the Mid-Peninsula Sub-Region, there is also a gap with 1,050 annual openings and 8 annual (3-year average) awards from community colleges and Other Educational Institutions for an annual undersupply of 1,042 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.00 - Business Management**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  All CTE Programs | Skylne College All CTE Programs | State (0506.00) | Bay  (0506.00) | Mid-Peninsula (0506.00) | Skylne College (0506.00) |
| % Employed Four Quarters After Exit | 74% | 74% | 68% | 75% | 79% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $9,860 | $8,816 | $10,575 | $11,278 | n/a |
| Median % Change in Earnings | 46% | 37% | 40% | 41% | 52% | n/a |
| % of Students Earning a Living Wage | 63% | 56% | 61% | 68% | 74% | n/a |

*Source: Launchboard Pipeline (version available on (8/5/20)*

# Skills, Certifications and Education

**Table 9. Top Skills for Human Resources** **Management Occupations in Bay Region (July 2019 - June 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Recruiting | 6,080 | Data Entry | 1,337 | Employee Engagement | 805 |
| Onboarding | 4,433 | Full-life Cycle Recruiting | 1,333 | Administrative Functions | 754 |
| Scheduling | 3,954 | Budgeting | 1,129 | Performance Analysis | 749 |
| Human Resource Information System (HRIS) | 3,014 | Payroll Processing | 1,114 | Change Management | 725 |
| Talent Acquisition | 2,753 | Workers' Compensation | 1,110 | Record Keeping | 687 |
| Employee Relations | 2,676 | Benefits Administration / Management | 1,105 | Business Acumen | 670 |
| Customer Service | 2,622 | Business Administration | 976 | Labor Relations | 669 |
| Applicant Tracking System | 2,471 | Staffing | 971 | Conflict Management | 666 |
| Project Management | 2,083 | Process Improvement | 965 | Customer Contact | 651 |
| Performance Management | 1,823 | Staff Management | 951 | Phone Screens | 649 |
| Social Media | 1,675 | Performance Appraisals | 926 | Stakeholder Management | 631 |
| Technical Recruiting | 1,648 | HR Policies | 919 | Data Analysis | 594 |
| New Hire Orientation | 1,575 | Spreadsheets | 894 | Business Development | 579 |
| Administrative Support | 1,569 | Talent Management | 824 | Workforce Planning | 578 |
| Sales | 1,368 | Organizational Development | 818 | Information Systems | 572 |

*Source: Burning Glass*

**Table 10. Certifications for Human Resources Management Occupations in Bay Region (July 2019 - June 2020)**

Note: 89% 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 | 867 | Certified Information Systems Auditor (CISA) | 26 |
| Professional in Human Resources | 480 | Certified Information Privacy Professional (CIPP) | 25 |
| Senior Professional in Human Resources | 298 | Certified Information Systems Security Professional (CISSP) | 22 |
| SHRM Certified Professional (SHRM-CP) | 289 | Alliance of Information and Referral Systems (AIRS) Certification | 21 |
| SHRM Senior Certified Professional | 124 | Certificate in Investment Performance Measurement (CIPM) | 20 |
| First Aid Cpr Aed | 117 | Cdl Class C | 20 |
| Security Clearance | 104 | Administrative Services Credential | 20 |
| Project Management Certification | 92 | Six Sigma Certification | 17 |
| Certified Public Accountant (CPA) | 64 | National Institute of Standards and Technology (NIST) | 17 |
| Project Management Professional (PMP) | 39 | Makeup Artist | 17 |
| IT Infrastructure Library (ITIL) Certification | 34 | Certified Information Security Manager (CISM) | 16 |
| Public Safety Certificate | 26 | Phlebotomy Certification | 13 |

*Source: Burning Glass*

**Table 11. Education Requirements for Human Resources** **Management Occupations in Bay Region**

Note: 39% 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 | 2,356 | 18% |
| Associate Degree | 847 | 6% |
| Bachelor’s Degree or Higher | 9,919 | 76% |

*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

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](mailto:doreen@baccc.net) or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544