

Memorandum

To: Dyan Pease, Professor- Business, Sacramento City College

CC: Deborah Saks, Dean - Business & Computer Information Science, Sacramento City College

From: Ebony J. Benzing, Research Manager, North/Far North Center of Excellence

Date: Friday, January 7, 2022

Re: PPC Memo for SCC - Social Media Marketing Certificate

Sacramento City College requested labor market data from the North (Greater Sacramento) Center of Excellence for a new program in Business: Social Media Marketing. This memo supports Los Rios' program development process through the Program Placement Council.

This memo analyzes occupational demand, wages, and program supply data to assess labor market gaps in the North (Greater Sacramento) subregion. The data covers the 7-county North (Greater Sacramento) region and comes from EMSI. Occupations are aligned to career education programs using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and the ONet OnLine CIP code education crosswalk.

Findings

- The occupations aligned to business management programs include Project Management Specialists and Business Operations Specialists, All Other; and Marketing Managers.
- Entry-level wages for these occupations range from \$27 to \$42 per hour, above the living wage (\$13.18) for a single adult in the Greater Sacramento subregion.
- There are 1,212 projected annual job openings for these occupations over the next five years.
- All job openings are concentrated in occupations that typically require a bachelor's degree for entry-level work.
- Between 2018-19 and 2020-21, community colleges in the Greater Sacramento subregion conferred an average of 0 awards per year in business management programs.
- The North (Greater Sacramento) Center of Excellence recommends that the college move forward in obtaining a more extensive report of the labor market need for social media marketing occupations.

Please contact Ebony J. Benzing, COE Research Manager, for further information at Ebony.Benzing@losrios.edu or 916-563-3215.

Sources

Emsi. 2021.4; QCEW Employees, Non-QCEW Employees, and Self-Employed.

<https://www.economicmodeling.com/>. EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors).

Integrated Postsecondary Education Data System (IPEDS). National Center for Education Statistics. U.S. Department of Education. <https://nces.ed.gov/ipeds/>.

“Labor Insight Real-Time Labor Market Information Tool.” Burning Glass Technologies. <http://www.burning-glass.com>.

Management Information Systems (MIS) Data Mart. California Community Colleges Chancellor’s Office. <https://datamart.cccco.edu/>.

Exhibit 1. Occupational demand and educational supply data for Commercial Music programs in North (Greater Sacramento)

Top6	Top6_Title	SOC Code	SOC Title	Typical Entry-Level Education	Entry-Level Wage (25 th Pct.)
050970	E-Commerce (Business emphasis)	13-1198	Project Management Specialists and Business Operations Specialists, All Other	Bachelor's Degree	\$26.94
		11-2021	Marketing Managers	Bachelor's Degree	\$41.80

Geography - The program specifically targets the labor market need for trained workers in...

Region/Subregion list	County list			
North (Greater Sacramento)	El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba Counties			
Demand - the program(s) prepare students to work in the following occupations...	Supply - On average, how many awards (certificates and degrees) are conferred by community colleges and other post-secondary institutions in the region/county identified?			
EMSI Code	Occupational Title	2020 - 2025 Avg. Annual Openings	Institution Type	2017/18 - 2019/20 Avg. Annual Awards
13-1198	Project Management Specialists and Business Operations Specialists, All Other	1,067	Community Colleges	0
11-2021	Marketing Managers	145	Other Post-secondary Institutions	0
			Summary of Data:	
			Demand	1,212
			Supply	0
			Analysis:	UNDERSUPPLY

Community colleges with the same TOP program:

TOP6 - TOP Title	2018/19 - 2020/21 Average Annual Awards	2017/18 - 2019/20 Average Annual Awards
School	School	School
050970 - E-Commerce (Business emphasis)	0	52,1404 - Digital Marketing
Cosumnes River		N/A
		52,0208 E-Commerce/Electronic Commerce
		N/A

Other Ed programs with corresponding CIP programs:

CIP - CIP Title
School
52,1404 - Digital Marketing
N/A
52,0208 E-Commerce/Electronic Commerce
N/A