** Business Information Occupations**

**Labor Market Information Report**

**Mission College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

November 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Business Information workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara County). There is a projected annual gap of about 21,030 students in the Bay region and 5,499 students in the Silicon Valley Sub-Region.

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

# Introduction

This report profiles Business Information Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new Business Information Professional I program at Mission College.

|  |
| --- |
| * **Office Clerks, General (SOC 43-9061):** Perform duties too variedand diverse to be classified in any specific office clerical occupation, requiring knowledge of office systems and procedures. Clerical duties may be assigned in accordance with the office procedures of individual establishments and may include a combination of answering telephones, bookkeeping, typing or word processing, stenography, office machine operation, and filing.
 |
| Entry-Level Educational Requirement: High school *diploma or equivalent* |
| Training Requirement: Short-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 44% |
|  |
| * **Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (SOC 43-6014):** Perform routine clerical and administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers. Excludes legal, medical, and executive secretaries (43-6011 through 43-6013).
 |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: Short-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 47*%* |
|  |
| * **Executive Secretaries and Executive Administrative** **Assistants (SOC 43-6011):** Provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings. May also train and supervise lower-level clerical staff. Excludes "Secretaries" (43-6012 through 43-6014).
 |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 47*%* |
|  |
| * **Administrative Services Managers (SOC 11-3011):** Plan, direct, or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, facilities planning and maintenance, custodial operations, and other office support services. Medical records administrators are included in “Medical and Health Services Managers” (11-9111). Excludes “Purchasing Managers" (11-3061).
 |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 38*%* |

# Occupational Demand

**Table 1. Employment Outlook for Business Information Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Office Clerks, General |  82,733  |  85,775  | 3,042 | 4% |  52,254  |  10,451  | $11.97 | $19.75 |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive |  66,746  |  67,029  | 283 | 0% |  36,527  |  7,305  | $14.45 | $22.44 |
| Executive Secretaries and Executive Administrative Assistants |  23,550  |  22,108  | -1,442 | -6% |  12,205  |  2,441  | $24.15 | $37.46 |
| Administrative Services Managers |  10,956  |  11,727  | 771 | 7% |  5,255  |  1,051  | $34.00 | $58.26 |
| **Total** |  **183,984**  |  **186,639**  | **2,654** | **1%** | **106,240** |  **21,248**  | **$15.74** | **$25.29** |

*Source: EMSI 2019.2*

**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 Business Information Occupations in Silicon Valley Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Office Clerks, General |  21,366  |  22,028  | 662 | 3% |  13,302  |  2,660  | $13.42 | $21.54 |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive |  17,231  |  17,280  | 49 | 0% |  9,351  |  1,870  | $13.10 | $22.63 |
| Executive Secretaries and Executive Administrative Assistants |  6,680  |  6,315  | -365 | -5% |  3,476  |  695  | $23.15 | $38.79 |
| Administrative Services Managers |  2,871  |  3,095  | 224 | 8% |  1,402  |  280  | $36.54 | $63.69 |
| **TOTAL** |  **48,148**  |  **48,718**  | **570** | **1%** |  **27,531**  |  **5,506**  | **$16.04** | **$26.84** |

*Source: EMSI 2019.2*

**Silicon Valley Sub-Region** includes Santa Clara County

### Job Postings in Bay Region and Silicon Valley Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (October 2018 - September 2019)**

| Occupation | Bay Region | Silicon Valley |
| --- | --- | --- |
|  Secretaries and Administrative Assistants, Except Legal, Medical, & Executive | 24,228 | 6,488 |
|  Office Clerks, General | 8,170 | 1,939 |
|  Executive Secretaries and Executive Administrative Assistants | 7,222 | 1,679 |
|  Administrative Services Managers | 5,321 | 1,428 |
|  **Total** | **44,941** | **11,534** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Business Information Occupations for latest 12 months (October 2018 - September 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Administrative Assistant | 14,031 | Executive Administrative Assistant | 345 |
| Executive Assistant | 5,798 | Program Assistant | 333 |
| Office Assistant | 2,990 | Office Associate | 316 |
| Office Administrator | 1,496 | Student Assistant | 305 |
| Facilities Manager | 1,081 | Assistant Office Manager | 301 |
| Administrative Coordinator | 973 | Administrative Manager | 299 |
| Office Coordinator | 958 | Real Estate Assistant | 295 |
| Front Desk Coordinator | 846 | Administrative Clerk | 279 |
| Facilities Coordinator | 644 | Scheduling Coordinator | 239 |
| Office Clerk | 633 | Director of Facilities | 235 |
| Secretary | 484 | Project Assistant | 232 |
| Administrative Specialist | 403 | Clerk | 226 |
| Administrative Associate | 399 | Associate Director | 223 |
| Personal Assistant | 356 | Administrative Analyst | 206 |

**Table 4b. Top Job Titles for Business Information Occupations for latest 12 months (October 2018 - September 2019) Silicon Valley Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Silicon Valley | Common Title | Silicon Valley |
| Administrative Assistant | 3,507 | Personal Assistant | 90 |
| Executive Assistant | 1,272 | Administrative Specialist | 84 |
| Office Assistant | 729 | Director of Facilities | 81 |
| Office Administrator | 399 | Administrative Clerk | 75 |
| Facilities Manager | 349 | Tableau Administrative | 74 |
| Administrative Coordinator | 244 | Administrative Manager | 72 |
| Administrative Associate | 216 | Office Associate | 67 |
| Facilities Coordinator | 190 | Real Estate Assistant | 63 |
| Office Coordinator | 169 | Scheduling Coordinator | 57 |
| Front Desk Coordinator | 168 | Program Assistant | 52 |
| Secretary | 160 | Clerical Assistant | 47 |
| Office Clerk | 122 | Clerk | 42 |
| Executive Administrative Assistant | 112 | School Secretary | 39 |
| Assistant Office Manager | 94 | Associate Director | 39 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Business Information Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 13,048 | 13,308 | 5% | 7% |
| Local Government, Excluding Education and Hospitals (903999) | 10,594 | 10,494 | -2% | 6% |
| Colleges, Universities, and Professional Schools (611310) | 9,692 | 9,759 | 4% | 5% |
| Elementary and Secondary Schools (Local Government) (903611) | 5,394 | 5,312 | -2% | 3% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 4,584 | 4,470 | 0% | 2% |
| Temporary Help Services (561320) | 4,414 | 4,317 | 0% | 2% |
| Religious Organizations (813110) | 3,981 | 3,959 | -4% | 2% |
| Colleges, Universities, and Professional Schools (Local Government) (903612) | 3,957 | 3,755 | -18% | 2% |
| Services for the Elderly and Persons with Disabilities (624120) | 2,983 | 2,952 | 15% | 2% |
| Custom Computer Programming Services (541511) | 2,934 | 2,942 | 9% | 2% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 2,938 | 2,934 | 22% | 2% |
| Plumbing, Heating, and Air-Conditioning Contractors (238220) | 2,709 | 2,690 | 5% | 1% |
| Offices of Lawyers (541110) | 2,654 | 2,632 | -3% | 1% |
| State Government, Excluding Education and Hospitals (902999) | 2,549 | 2,528 | -2% | 1% |
| General Medical and Surgical Hospitals (622110) | 2,420 | 2,382 | -8% | 1% |
| Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) (541715) | 1,853 | 1,866 | 2% | 1% |
| Offices of Physicians (except Mental Health Specialists) (621111) | 1,855 | 1,828 | -6% | 1% |
| Elementary and Secondary Schools (611110) | 1,816 | 1,818 | 2% | 1% |
| Residential Property Managers (531311) | 1,854 | 1,809 | 2% | 1% |
| Offices of Dentists (621210) | 1,795 | 1,782 | 3% | 1% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Business Information Occupations in Bay Region and Silicon Valley Sub-Region (October 2018 - September 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Silicon Valley |
| Stanford University | 345 | Visa | 83 | Stanford University | 316 |
| University California | 302 | Cushman & Wakefield | 83 | Stanford Health Care | 103 |
| Marriott International Incorporated | 241 | Aramark | 81 | Marriott International Incorporated | 91 |
| Uc San Diego | 213 | Sutter Health | 77 | Apple Inc. | 73 |
| University Of California Berkeley | 201 | Sfmta | 76 | Cushman & Wakefield | 59 |
| Kaiser Permanente | 171 | Apple Inc. | 76 | Lucile Packard Childrens Hospital | 54 |
| University San Francisco | 148 | Gilead Sciences | 74 | Intel Corporation | 54 |
| Anthem Blue Cross | 131 | Cisco Systems Incorporated | 73 | Cisco Systems Incorporated | 53 |
| Target | 124 | John Stewart Company | 72 | Anthem Blue Cross | 53 |
| University Of California San Francisco | 123 | UC San Francisco Medical Center | 70 | cbre | 47 |
| Stanford Health Care | 116 | Lucile Packard Childrens Hospital | 70 | San Jose State University | 36 |
| cbre | 111 | Compass | 67 | Compass Group | 35 |
| Facebook | 108 | Lawrence Livermore National Laboratory | 61 | California State University | 34 |
| California State University | 98 | Tenderloin Neighborhood Development | 60 | Target | 29 |
| In House Vacancy Internal Candidates Only | 95 | Compass Group | 60 | Hewlett-Packard | 29 |
| Jones Lang Lasalle Incorporated | 94 | Macy's | 58 | Compass Group Plc United States | 28 |
| Contra Costa Community College District | 88 | US Government | 57 | Aramark | 28 |

*Source: Burning Glass*

# Educational Supply

There are 22 community colleges in the Bay Region issuing 218 awards on average annually (last 3 years) on TOP 0514.00 - Office Technology/Office Computer Applications. There are four colleges in the Silicon Valley Sub-Region issuing 7 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0514.00 - Office Technology/Office Computer Applications in the Bay Region**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ units | Certificate Low unit | Non-Credit | Total |
| Cabrillo College  | Santa Cruz - Monterey |  5  |  7  |  17  |  |  29  |
| Cañada College  | Mid-Peninsula |  1  |  1  |  2  |  |  4  |
| Chabot College  | East Bay |  4  |  5  |  0  |  |  9  |
| City College of San Francisco  | Mid-Peninsula |  2  |  2  |  3  |  |  7  |
| College of San Mateo  | Mid-Peninsula |  1  |  1  |  4  |  |  6  |
| Contra Costa College  | East Bay |  5  |  6  |  |  |  11  |
| Diablo Valley College  | East Bay |  |  0  |  1  |  |  1  |
| Evergreen Valley College  | Silicon Valley |  2  |  0  |  -  |  |  2  |
| Gavilan College  | Santa Cruz - Monterey |  1  |  1  |  |  |  2  |
| Hartnell College  | Santa Cruz - Monterey |  7  |  8  |  |  |  15  |
| Laney College  | East Bay |  2  |  1  |  |  |  3  |
| Las Positas College  | East Bay |  1  |  2  |  |  |  3  |
| Los Medanos College  | East Bay |  6  |  5  |  |  |  11  |
| Mission College  | Silicon Valley |  1  |  1  |  1  |  |  3  |
| Monterey Peninsula College  | Santa Cruz - Monterey |  1  |  0  |  |  |  1  |
| Napa Valley College  | North Bay |  1  |  0  |  |  |  1  |
| Ohlone College  | East Bay |  0  |  0  |  2  |  |  2  |
| San Francisco Ctrs  | Mid-Peninsula |  |  |  |  43  |  43  |
| San Jose City College  | Silicon Valley |  -  |  1  |  -  |  |  1  |
| Santa Rosa Junior College  | North Bay |  8  |  9  |  30  |  |  47  |
| Skyline College  | Mid-Peninsula |  3  |  5  |  |  |  8  |
| Solano College  | North Bay |  4  |  4  |  |  |  8  |
| West Valley College | Silicon Valley |  |  |  1  |  |  1  |
| **Total Bay Region** |  **55**  |  **59** |  **61**  |  **43**  |  **218**  |
| **Total Silicon Valley Sub-Region** |  **3**  |  **2**  |  **2**  |  **0** |  **7**  |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 21,248 annual openings for the Business Information occupational cluster and 218 annual (3-year average) awards for an annual undersupply of 21,030 students. In the Silicon Valley Sub-Region, there is also a gap with 5,506 annual openings and 7 annual (3-year average) awards for an annual undersupply of 5,499 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) | Mission College (All CTE Programs) | State (0514.00) | Bay (0514.00) | Silicon Valley (0514.00) | Mission College (0514.00) |
| % Employed Four Quarters After Exit | 74% | 77% | 66% | 72% | 75% | 81% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,336 | $6,933 | $9,124 | $10,979 | $13,549 |
| Median % Change in Earnings | 46% | 49% | 44% | 37% | 37% | 33% |
| % of Students Earning a Living Wage | 63% | 66% | 47% | 59% | 65% | 73% |

*Source: Launchboard Pipeline (version available on 10/18/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Business Information Occupations in Bay Region (October 2018 - September 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Administrative Support | 27,161 | Record Keeping | 2,919 | Clerical Duties | 1,642 |
| Scheduling | 14,716 | Customer Contact | 2,838 | Prepare Presentations | 1,638 |
| Customer Service | 8,746 | Office Supply Ordering | 2,741 | Sales | 1,610 |
| Travel Arrangements | 6,829 | Copying | 2,669 | Social Media | 1,554 |
| Expense Reports | 6,584 | Customer Billing | 2,606 | Facility Management | 1,455 |
| Data Entry | 6,281 | Accounting | 2,598 | Office Administration | 1,395 |
| Budgeting | 6,205 | Repair | 2,482 | Quickbooks | 1,388 |
| Spreadsheets | 5,325 | Filing | 2,467 | Sorting | 1,320 |
| Administrative Functions | 5,111 | Event Planning | 2,283 | Customer Checkout | 1,282 |
| Appointment Setting | 4,630 | Secretarial Skills | 2,007 | Proofreading | 1,271 |
| Project Management | 4,460 | Onboarding | 1,947 | Bookkeeping | 1,224 |
| General Office Duties | 4,117 | Mail Sorting | 1,904 | Front Office | 1,167 |
| Staff Management | 4,084 | Purchasing | 1,899 | Memoranda Preparation | 1,135 |
| Mailing | 3,669 | Calendar Management | 1,747 | Procurement | 1,135 |
| Office Management | 3,534 | Invoice Processing | 1,682 | Property Management | 1,132 |

*Source: Burning Glass*

**Table 10. Certifications for Business Information Occupations in Bay Region (October 2018 - September 2019)**

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 | 3,001 | Phlebotomy Certification | 43 |
| First Aid CPR AED | 360 | Contractors License | 43 |
| Typing Certification | 246 | 45 Words Per Minute | 43 |
| Real Estate Certification | 223 | Registered Nurse | 41 |
| Security Clearance | 186 | Food Handler Certification | 40 |
| Project Management Certification | 152 | Investment Advisor | 39 |
| Certified Facility Manager (CFM) | 146 | Business License | 36 |
| Series 7 | 72 | CDL Class C | 35 |
| Project Management Professional (PMP) | 67 | Property and Casualty License | 33 |
| Basic Life Saving (BLS) | 60 | Medical Secretary | 33 |
| IT Infrastructure Library (ITIL) Certification | 53 | Leadership In Energy And Environmental Design (LEED) Certified | 27 |
| Paralegal Certification | 47 | Forklift Operator Certification | 27 |

*Source: Burning Glass*

**Table 11. Education Requirements for Business Information Occupations in Bay Region**

Note: 48% 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 | 10,540 | 45% |
| Associate Degree | 2,268 | 10% |
| Bachelor’s Degree or Higher | 9,969 | 45% |

*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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