** Business & Workforce Proficiency Occupations**

**Labor Market Information Report**

**Las Positas College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

January 2020

# Recommendation

Based on all available data, there appears to be an undersupply of Business & Workforce Proficiency workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). There is a projected annual gap of about 4,038 students in the Bay region and 1,039 students in the East Bay Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0501.00 - Business and Commerce, General 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 Las Positas College and in the region.

# Introduction

This report profiles Business & Workforce Proficiency Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Las Positas College.

|  |
| --- |
| * **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% |
|  |
| * **Managers, All Other (SOC** **11-9199):** All managers not listed separately. |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 26*%* |

# Occupational Demand

**Table 1. Employment Outlook for Business & Workforce Proficiency 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 |
| Administrative Services Managers | 10,918 | 11,652 | 734 | 7% | 5,163 | 1,033 | $42.88 | $58.31 |
| Managers, All Other | 39,501 | 42,212 | 2,710 | 7% | 16,745 | 3,349 | $27.48 | $54.83 |
| **Total** | **50,419** | **53,864** | **3,444** | **7%** | **21,908** | **4,382** | **$30.82** | **$55.58** |

*Source: EMSI 2019.3*

**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 Business & Workforce Proficiency Occupations in East Bay 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 |
| Administrative Services Managers | 2,979 | 3,113 | 134 | 4% | 1,330 | 266 | $39.26 | $53.50 |
| Managers, All Other | 11,747 | 12,430 | 683 | 6% | 4,837 | 967 | $26.21 | $50.61 |
| **TOTAL** | **14,726** | **15,543** | **817** | **6%** | **6,168** | **1,233** | **$28.85** | **$51.19** |

*Source: EMSI 2019.3*

**East Bay Sub-Region** includes Alameda and Contra Costa Counties

### Job Postings in Bay Region and East Bay Sub-Region

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

| Occupation | Bay Region | East Bay |
| --- | --- | --- |
| Managers, All Other | 53,099 | 10,428 |
| Administrative Services Managers | 5,438 | 1,224 |
| Compliance Managers | 1,916 | 322 |
| Supply Chain Managers | 1,447 | 216 |
| Security Managers | 1,324 | 254 |
| Regulatory Affairs Managers | 656 | 145 |
| Loss Prevention Managers | 368 | 106 |
| Investment Fund Managers | 112 | 27 |
| Brownfield Redevelopment Specialists and Site Managers | 5 |  |
| Wind Energy Project Managers | 2 |  |
| **Total** | **64,367** | **12,722** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Business & Workforce Proficiency Occupations for latest 12 months (December 2018 - November 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Project Manager | 5,682 | Program Coordinator | 444 |
| Manager | 4,624 | Assistant Manager | 386 |
| Program Manager | 3,738 | Regulatory Affairs Manager | 308 |
| Project Coordinator | 1,816 | Administrative Manager | 303 |
| Facilities Manager | 1,138 | Director of Regulatory Affairs | 295 |
| Technical Program Manager | 1,025 | Information Technology Project Manager | 273 |
| Senior Project Manager | 947 | Director of Facilities | 235 |
| Supervisor | 825 | Associate Director | 230 |
| Supply Chain Manager | 823 | Compliance Manager | 223 |
| Senior Program Manager | 718 | Contract Manager | 212 |
| Facilities Coordinator | 661 | Revenue Manager | 204 |
| Security Manager | 649 | Project Specialist | 204 |
| Senior Manager | 545 | Health Manager | 204 |
| Security Supervisor | 499 | Administrative Analyst | 203 |

**Table 4b. Top Job Titles for Business & Workforce Proficiency Occupations for latest 12 months (December 2018 - November 2019) East Bay Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | East Bay | Common Title | East Bay |
| Project Manager | 1,397 | Regulatory Affairs Manager | 70 |
| Manager | 851 | Technical Program Manager | 66 |
| Program Manager | 503 | Director of Regulatory Affairs | 64 |
| Project Coordinator | 479 | Project Specialist | 62 |
| Supervisor | 273 | Area Sales Manager | 61 |
| Senior Project Manager | 270 | Program Director | 59 |
| Facilities Manager | 256 | Senior Manager | 57 |
| Security Supervisor | 141 | Associate Director | 56 |
| Facilities Coordinator | 135 | Project Manager, Information And Technology Industry | 54 |
| Assistant Manager | 118 | Associate Project Manager | 53 |
| Supply Chain Manager | 115 | Administrative Manager | 53 |
| Senior Program Manager | 103 | Business Office Manager | 52 |
| Security Manager | 96 | Director of Facilities | 50 |
| Program Coordinator | 96 | Manager, Information And Technology Industry | 47 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Business & Workforce Proficiency 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) |
| Local Government, Excluding Education and Hospitals (903999) | 2,914 | 3,030 | 4% | 6% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 2,629 | 2,773 | 5% | 5% |
| Custom Computer Programming Services (541511) | 1,798 | 2,042 | 14% | 4% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 1,541 | 1,975 | 28% | 3% |
| Federal Government, Civilian, Excluding Postal Service (901199) | 1,447 | 1,408 | -3% | 3% |
| Administrative Management and General Management Consulting Services (541611) | 1,044 | 1,243 | 19% | 2% |
| Residential Remodelers (236118) | 1,003 | 1,198 | 19% | 2% |
| Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) (541715) | 1,010 | 1,073 | 6% | 2% |
| Computer Systems Design Services (541512) | 1,011 | 1,094 | 8% | 2% |
| State Government, Excluding Education and Hospitals (902999) | 743 | 777 | 5% | 1% |
| Software Publishers (511210) | 700 | 859 | 23% | 1% |
| Research and Development in Biotechnology (except Nanobiotechnology) (541714) | 640 | 836 | 31% | 1% |
| Other Scientific and Technical Consulting Services (541690) | 628 | 596 | -5% | 1% |
| Marketing Consulting Services (541613) | 588 | 706 | 20% | 1% |
| Engineering Services (541330) | 589 | 625 | 6% | 1% |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 573 | 555 | -3% | 1% |
| Office Administrative Services (561110) | 548 | 551 | 1% | 1% |
| General Medical and Surgical Hospitals (622110) | 558 | 536 | -4% | 1% |
| Colleges, Universities, and Professional Schools (611310) | 518 | 559 | 8% | 1% |
| Federal Government, Military (901200) | 522 | 500 | -4% | 1% |

*Source: EMSI 2019.3*

**Table 6. Top Employers Posting Business & Workforce Proficiency Occupations in Bay Region and East Bay Sub-Region (December 2018 - November 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Google Inc. | 1,173 | Wells Fargo | 224 | UC Berkeley | 249 |
| Facebook | 842 | Microsoft Corporation | 210 | Kaiser Permanente | 211 |
| Apple Inc. | 657 | University Of California San Francisco | 206 | Anthem Blue Cross | 192 |
| Anthem Blue Cross | 495 | Gilead Sciences | 204 | Uc San Diego | 169 |
| cbre | 349 | Visa | 189 | University California | 136 |
| Deloitte | 348 | KPMG | 184 | Securitas | 125 |
| University California | 347 | Jones Lang Lasalle Inc | 180 | Workday, Inc | 114 |
| Stanford University | 344 | Vmware Inc | 171 | Abbott Laboratories | 78 |
| Cisco Systems Inc | 338 | Genentech | 171 | Lawrence Livermore National Laboratory | 63 |
| Uber | 328 | Uc San Diego | 169 | Lucid Motors Inc | 59 |
| Kaiser Permanente | 291 | Milestone Technologies Inc | 167 | BeiGene | 56 |
| Salesforce | 269 | Bank of America | 162 | Bank of America | 55 |
| UC Berkeley | 251 | Sfmta | 155 | Tesla | 52 |
| Amazon | 249 | Stanford Health Care | 148 | Bio-Rad Laboratories | 51 |
| Allied Universal Corp | 242 | Linkedin Limited | 147 | Bank of the West | 51 |
| Securitas | 233 | Juul Labs | 144 | UC Office Of The President | 49 |
| Accenture | 230 | IBM | 143 | Pacific Gas and Electric Co | 49 |

*Source: Burning Glass*

# Educational Supply

There are 16 community colleges in the Bay Region issuing 344 awards on average annually (last 3 years) on TOP 0501.00 - Business and Commerce, General. There are seven colleges in the East Bay Sub-Region issuing 194 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0501.00 - Business and Commerce, General in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ units | Certificate Low unit | Total |
| Berkeley City College | East Bay | 4 | 6 |  | 10 |
| Cabrillo College | Santa Cruz - Monterey | 35 | 2 | 6 | 43 |
| Chabot College | East Bay |  | 20 |  | 20 |
| City College of San Francisco | Mid-Peninsula | 20 |  | 11 | 31 |
| College of Marin | North Bay | 1 | 1 |  | 2 |
| College of San Mateo | Mid-Peninsula | 23 |  |  | 23 |
| Diablo Valley College | East Bay | 39 | 10 | 14 | 63 |
| Gavilan College | Santa Cruz - Monterey | 15 | 16 |  | 31 |
| Las Positas College | East Bay | 11 |  |  | 11 |
| Los Medanos College | East Bay |  |  | 9 | 9 |
| Merritt College | East Bay | 6 |  |  | 6 |
| Mission College | Silicon Valley | 8 |  | 0 | 8 |
| Monterey Peninsula College | Santa Cruz - Monterey | 2 | 1 | 1 | 4 |
| Napa Valley College | North Bay | 4 |  |  | 4 |
| Ohlone College | East Bay | 75 |  |  | 75 |
| West Valley College | Silicon Valley |  |  | 4 | 4 |
| **Total Bay Region** | | **243** | **56** | **45** | **344** |
| **Total East Bay Sub-Region** | | **135** | **36** | **23** | **194** |

# *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 4,382 annual openings for the Business & Workforce Proficiency occupational cluster and 344 annual (3-year average) awards for an annual undersupply of 4,038 students. In the East Bay Sub-Region, there is also a gap with 1,233 annual openings and 194 annual (3-year average) awards for an annual undersupply of 1,039 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0501.00 - Business and Commerce, General**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Las Positas College (All CTE Programs) | State (0501.00) | Bay (0501.00) | East Bay (0501.00) | Las Positas College (0501.00) |
| % Employed Four Quarters After Exit | 74% | 75% | 64% | 70% | 72% | 76% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,000 | $7,885 | $9,047 | $9,125 | $8,770 |
| Median % Change in Earnings | 46% | 28% | 49% | 52% | 57% | 41% |
| % of Students Earning a Living Wage | 63% | 64% | 53% | 58% | 60% | 58% |

*Source: Launchboard Pipeline (version available on 11/22/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Business & Workforce Proficiency Occupations in Bay Region (December 2018 - November 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Project Management | 28,640 | Business Process | 3,421 | Customer Billing | 2,195 |
| Budgeting | 18,148 | Quality Management | 3,329 | Cost Control | 2,149 |
| Scheduling | 15,000 | Procurement | 3,208 | SQL | 2,133 |
| Program Management | 12,486 | Product Management | 3,181 | Supply Chain Knowledge | 2,056 |
| Project Planning and Development Skills | 7,317 | Sales | 3,056 | Data Analysis | 2,048 |
| Staff Management | 7,162 | Accounting | 3,023 | Atlassian JIRA | 2,042 |
| Customer Service | 6,713 | Key Performance Indicators (KPIs) | 3,011 | Software Development | 2,026 |
| Stakeholder Management | 4,572 | Salesforce | 2,754 | Performance Appraisals | 2,006 |
| Quality Assurance and Control | 4,286 | Supervisory Skills | 2,651 | Spreadsheets | 1,999 |
| Microsoft Project | 4,196 | Conflict Management | 2,629 | Biotechnology | 1,988 |
| Customer Contact | 3,788 | Strategic Planning | 2,476 | Scrum | 1,898 |
| Business Development | 3,770 | Onboarding | 2,466 | Software as a Service (SaaS) | 1,845 |
| Change Management | 3,602 | Repair | 2,284 | Lifecycle Management | 1,812 |
| Product Development | 3,471 | Business Administration | 2,241 | Business Acumen | 1,811 |
| Process Improvement | 3,453 | Supply Chain Management | 2,201 | Performance Management | 1,810 |

*Source: Burning Glass*

**Table 10. Certifications for Business & Workforce Proficiency Occupations in Bay Region (December 2018 - November 2019)**

Note: 78% 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 |
| Project Management Certification | 5,773 | LEED AP | 262 |
| Project Management Professional (PMP) | 3,762 | Leadership In Energy And Environmental Design (LEED) Certified | 231 |
| Driver's License | 3,605 | Licensed Professional Engineer | 218 |
| Registered Nurse | 461 | ITIL Certification | 193 |
| First Aid Cpr Aed | 457 | Social Work License | 185 |
| Security Clearance | 425 | Certified Scrum Professional (CSP) | 166 |
| IT Infrastructure Library (ITIL) Certification | 412 | Certified Facility Manager (CFM) | 162 |
| Certified ScrumMaster (CSM) | 412 | Certified Information Security Manager (CISM) | 140 |
| Six Sigma Certification | 357 | Agile Certification | 134 |
| Certified Information Systems Security Professional (CISSP) | 320 | Certified Industrial Hygienist | 133 |
| Certified Information Systems Auditor (CISA) | 298 | Program Management Professional (PgMP) | 130 |
| Certified Public Accountant (CPA) | 284 | PMI Agile Certified Practitioner (PMI-ACP) | 127 |

*Source: Burning Glass*

**Table 11. Education Requirements for Business & Workforce Proficiency Occupations in Bay Region**

Note: 34% 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 | 4,582 | 11% |
| Associate Degree | 1,160 | 3% |
| Bachelor’s Degree or Higher | 34,235 | 86% |

*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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