

LABOR MARKET ANALYSIS

FOR PROGRAM RECOMMENDATION



FOR LABOR MARKET RESEARCH

NORTH FAR NORTH

SPORTS MANAGEMENT OCCUPATIONS

IN THE GREATER SACRAMENTO SUBREGION

MAY 2025

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SUMMARY

The North Far North Center of Excellence for Labor Market Research (NFN COE) prepared this report to provide an analysis of occupational demand and educational supply for occupations employed across the 22-county North Far North region.

This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers, with a primary focus on training that leads to living wage jobs in middle-skilled occupations. Pursuant to California Education Code §78015, labor market information (LMI) is required for all new career education certificate and degree program proposals, and the North Far North Regional Consortium (NFNRC) requires LMI to come from the NFN COE. This report should serve to satisfy those requirements.

Key findings include:

- Sports management occupations in Greater Sacramento are projected to grow by 12% over the next five years, matching the statewide growth rate. The region will add approximately 950 new jobs by 2028, with nearly 1,400 annual job openings, suggesting strong regional demand for skilled workers in this field.
- Entry-level wages for most sports management occupations are below the \$21.17 living wage in Sacramento County, except for entertainment and recreation managers. However, median earnings meet or exceed the living wage, suggesting better pay with experience.
- Postsecondary training capacity remains limited, with community colleges awarding an average of 3 certificates and 17 associate degrees annually and CSU Sacramento conferring 306 bachelor's degrees in related fields. This supply is insufficient to meet the region's growing workforce demand in sports management.

Recommendations include:

- The North Far North COE recommends proceeding with the development of new programs related to sports management occupations, as labor market data indicates a significant shortage of skilled workers in this field.
- Ensuring that these programs align with and articulate clearly to regional four-year degree programs since a bachelor's degree appears necessary for employment or advancement in specific roles, such as coaches and scouts.

INTRODUCTION

The North Far North Center of Excellence (COE) was asked to provide labor market information for a newly proposed career education program at a regional community college.

This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

These middle-skill occupations require more education and training beyond a high school diploma but usually less than a four-year degree:

- Entertainment and Recreation Managers, Except Gambling (11-9072)
- First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services (39-1014)
- Exercise Trainers and Group Fitness Instructors (39-9031)

Students who transfer and earn a four-year degree could pursue the following high-skill occupations:

- Coaches and Scouts (27-2022)

A review of related programs revealed the following Taxonomy of Programs (TOP) title(s) and code(s) are appropriate for inclusion in this report:

- Coaching (0835.60)
- Fitness Trainer (0835.20)
- Recreation Assistant (0836.10)

The corresponding Classification of Instructional Program (CIP) title(s) and code(s) are:

- Sports and Fitness Administration/Management (31.0504)

OCCUPATIONAL DEMAND

Exhibit 1 summarizes the five-year projected job growth for the studied occupations in the selected subregion and across the 22-county North Far North region and California.¹

Exhibit 1. Employment and projected demand, 2023-2028

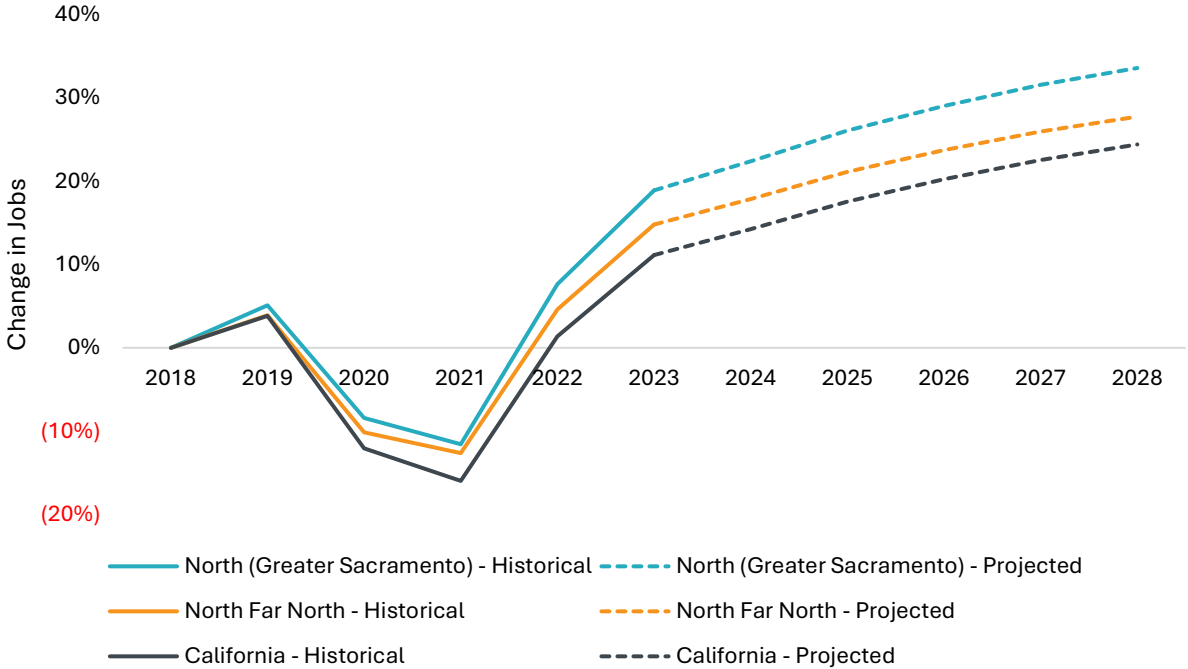
Occupation	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	2023-2028 Annual Openings
Entertainment and Recreation Managers, Except Gambling	765	831	66	9%	97
Coaches and Scouts	2,317	2,639	322	14%	374
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	1,141	1,249	108	9%	149
Exercise Trainers and Group Fitness Instructors	3,441	3,891	451	13%	759
Greater Sacramento	7,664	8,610	946	12%	1,378
Entertainment and Recreation Managers, Except Gambling	982	1,058	76	8%	122
Coaches and Scouts	2,747	3,114	367	13%	439
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	1,450	1,572	123	8%	186
Exercise Trainers and Group Fitness Instructors	4,344	4,852	508	12%	944
North Far North	9,522	10,596	1,074	11%	1,692
Entertainment and Recreation	9,012	9,735	723	8%	1,136

¹ The 22-county North Far North is a dual region. It is represented by the North (Greater Sacramento) subregion that covers seven counties, including El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba, and the 15-county Far North subregion which includes Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity.

Occupation	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	2023-2028 Annual Openings
Managers, Except Gambling					
Coaches and Scouts	36,251	40,505	4,254	12%	5,661
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	14,632	15,791	1,160	8%	1,889
Exercise Trainers and Group Fitness Instructors	52,448	59,731	7,283	14%	11,681
California	112,343	125,763	13,420	12%	20,367

Exhibit 2 compares ten years' worth of historical and projected annual changes in employment to the base number of jobs in 2018 for the selected subregion and across the 22-county North Far North region and California.

Exhibit 2. Changes in employment, 2018-2028



OCCUPATIONAL EARNINGS

Exhibits 3 and 4 compare the percentile hourly earnings for the selected occupations to the living wage for a single working adult and a working family residing in the county of the community college district that requested this report.^{2,3} For additional information about changes to NFN COE's living wage comparisons, see Appendix B.

Requesting College	Living Wage – Working Adult	Living Wage – Working Family
Cosumnes River	\$21.17	\$41.91

Exhibit 3. Hourly earnings by occupation, 2023⁴

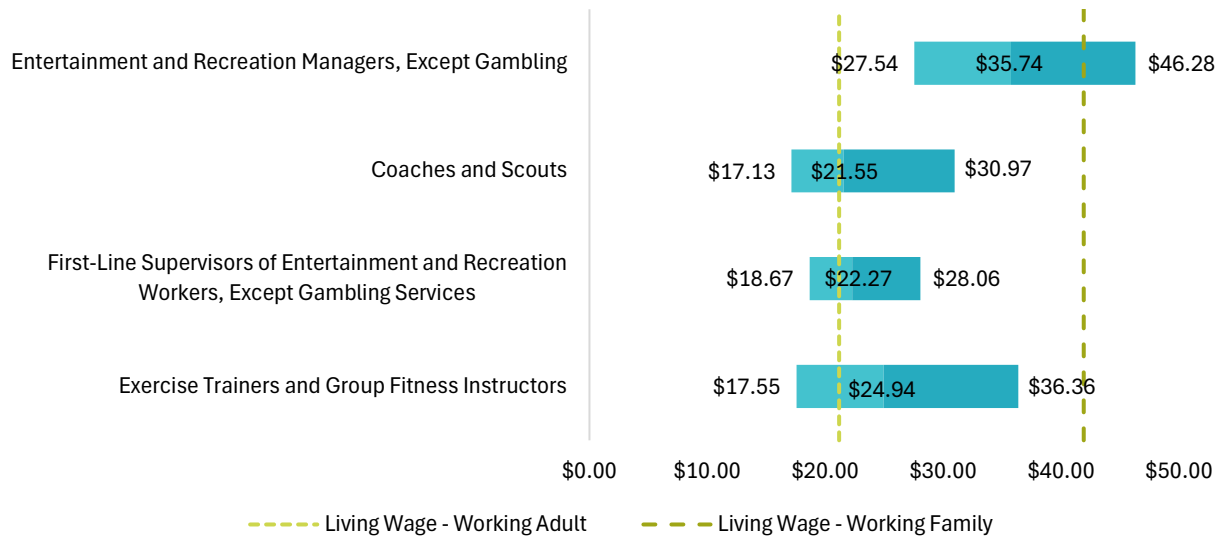
Occupation	25 th Percentile Hourly Earnings	Median Hourly Earnings	75 th Percentile Hourly Earnings
Entertainment and Recreation Managers, Except Gambling	\$27.54	\$35.74	\$46.28
Coaches and Scouts	\$17.13	\$21.55	\$30.97
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	\$18.67	\$22.27	\$28.06
Exercise Trainers and Group Fitness Instructors	\$17.55	\$24.94	\$36.36

² Living wage is defined as the level of income one working adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. Please note that the 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages.

³ A working family is defined as one working adult and one infant (between the ages of 0 and 2 years).

⁴ Please note that the 25th and 75th percentile hourly earnings are used to estimate entry-level and experienced worker wages.

Exhibit 4. Occupational hourly earnings vs. community college district's living wage



JOB POSTINGS

About Job Postings Analysis

This section of the report analyzes recent data from online job postings. Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical trends. However, job postings are not the same as labor market demand; demand is based on projected annual openings.

There are several limitations to analyzing and interpreting online job postings. Employers may post a position multiple times to increase the number of job applicants. Job postings may remain online after a business chooses not to fill a position. Employers may advertise one post to fill multiple vacancies. And not all jobs are posted online.

Job posting analyses should be used to inform community college curriculum development and to identify potential employers for targeted experiential learning opportunities.

The North Far North COE identified 1,746 online job postings for the selected occupations across the Greater Sacramento subregion. Job posting data comes from and represents unique advertisements newly posted online during the last 12 months, from May 2024 through April 2025.

Top Employers and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations across the studied subregion.

Exhibit 4. Job postings by occupation

Occupation	Unique Job Postings	Share of Job Postings
Coaches and Scouts	1,185	68%
Exercise Trainers and Group Fitness Instructors	405	23%
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	92	5%
Entertainment and Recreation Managers, Except Gambling	64	4%
Total Job Postings	1,746	100%

Exhibit 5 shows the job titles with the most job postings for the selected occupations across the studied subregion.

Exhibit 5. Jobs titles with the most job postings

Job Title	Number of Job Postings
Head Swim Instructors	44
Fitness Coaches	43
Swim Instructors	37
Personal Trainers	37
Ski and Snowboard Instructors	34
Group Fitness Instructors	32
Certified Yoga Instructors	27
Certified Personal Trainers	27
Basketball Coaches	26
Soccer Coaches	25

Exhibit 6 shows the employers with the most job postings for the selected occupations across the studied subregion.

Exhibit 6. Employers with the most job postings

Employer	Number of Job Postings
Sacramento City Unified School District	96
Yuba City Unified School District	59
LifeTime	52
24 Hour Fitness	48
Teachme.to	38
University of California-Davis	31

Employer	Number of Job Postings
FCUSD - Folsom High School	30
Kev's Gym	28
YMCA	27
Sunsational Swim School	27

Most Requested Qualifications and Skills

Exhibit 7 shows the certifications most requested by employers for the selected occupations across the studied subregion.

Exhibit 7. Most in-demand certifications

Certification	Job Postings
Cardiopulmonary Resuscitation (CPR) Certification	497
First Aid Certification	303
Automated External Defibrillator (AED) Certification	219
Personal Trainer Certification	111
Professional Ski Instructors of America/American Association of Snowboard Instructors (PSIA/AASI) Certification	68

Exhibit 8 shows the most requested specialized, common, and software skills for the selected occupations across the studied subregion.⁵

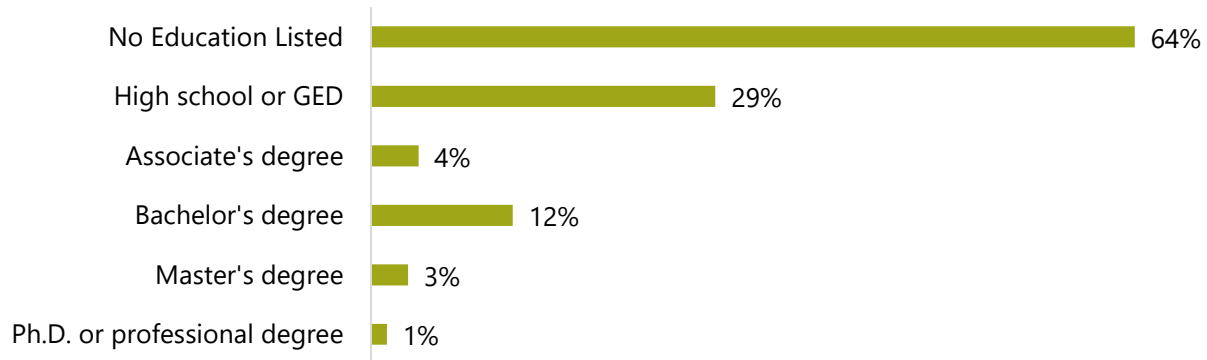
Exhibit 8. Most in-demand skills

Specialized Skills	Common Skills	Software Skills
Sports Coaching	Communication	Microsoft Office (Outlook, Excel)
Instructing	Coaching	Spreadsheets
Cardiopulmonary Resuscitation (CPR)	Teaching	--
Working With Children	Customer Service	--
Group Exercise Instruction	Management	--
Lesson Planning	Professionalism	--
Program Design	Scheduling	--
Kinesiology	Leadership	--
Cardiac Arrest	Cleanliness	--
Balancing (Ledger/Billing)	Sales	--

⁵ Specialized skills are those primarily required to perform specific tasks in an occupation. Common skills are typically related to employability; these are skills that are prevalent across many occupations and usually include a mix of interpersonal attributes and soft skills. Software skills are specific to any software tool or programming component used to accomplish tasks in a job.

Exhibit 9 shows the employer-preferred minimum level of education for job postings related to the selected occupations across the subregion.⁶

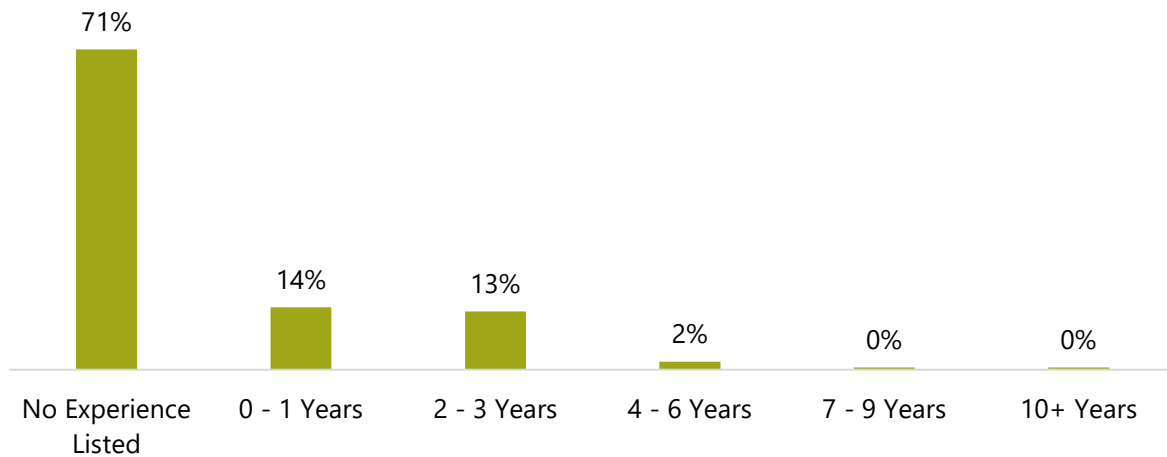
Exhibit 9. Employer-preferred education levels for the studied occupations



Note: Employers may include more than one level of education as a hiring requirement in a job posting. As a result, the values in the chart may sum to greater than 100%.

Exhibit 10 shows the employer-preferred minimum level of experience for job postings related to the studied occupations across the subregion.

Exhibit 10. Employer-preferred job experience for the studied occupations



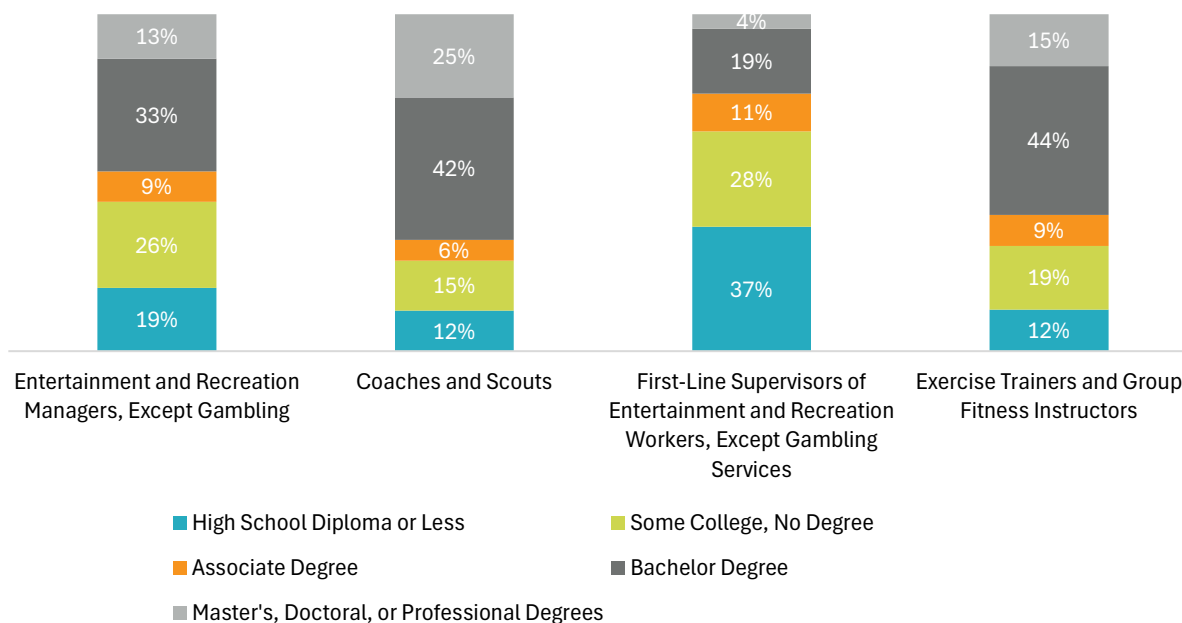
Note: Employers may include more than one level of education as a hiring requirement in a job posting. As a result, the values in the chart may sum to greater than 100%.

⁶ A note about graduate level degrees in these job postings: The 4% of job postings requiring a master's, PhD, or professional degree typically came from employers listing a bachelor's as the minimum qualification but preferring advanced degrees (as was the case with postings from Sac State and UC Davis) or accepting them as substitutes for required credentials—for example, a master's in kinesiology in place of a personal trainer certification.

EDUCATION AND TRAINING REQUIREMENTS

The U.S. Census Bureau collects data on the highest education level achieved by workers across all occupations. Exhibit 11 shows the educational attainment of the current workforce employed in the studied occupations across the United States.

Exhibit 11. U.S. educational attainment for workers 25 years and older by occupation, 2019 and 2021



The U.S. Bureau of Labor Statistics (BLS) uses a categorical system to assign typical entry-level education and job requirements to each occupation for which the BLS publishes projection data. These categories include entry-level education, work experience in a related occupation, and on-the-job training. Exhibit 12 shows the typical entry-level job requirement by occupation.

Exhibit 12. Typical entry-level job requirements for the studied occupations

Occupation	Entry-level Education	Work Experience	On-The-Job Training
Entertainment and Recreation Managers, Except Gambling	Bachelor's degree	Less than 5 years	None
Coaches and Scouts	Bachelor's degree	None	None
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	High school diploma or equivalent	Less than 5 years	None

Occupation	Entry-level Education	Work Experience	On-The-Job Training
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent	None	Short-term on-the-job training

EDUCATIONAL SUPPLY

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 13 shows the TOP and CIP codes for educational programs related to the selected occupations.

Exhibit 13. TOP and CIP codes for training programs related to the selected occupations

TOP Programs and Codes	Aligned CIP Programs and Codes
<ul style="list-style-type: none"> Coaching (0835.60) 	<ul style="list-style-type: none"> Sports and Fitness Administration/Management (31.0504)
<ul style="list-style-type: none"> Recreation Assistant (0836.10) 	<ul style="list-style-type: none"> Parks, Recreation, and Leisure Facilities Management, General (31.0301)
<ul style="list-style-type: none"> Fitness Trainer (0835.20) 	<ul style="list-style-type: none"> Physical Fitness Technician (31.0507)
<p><i>The following are not considered CTE Top codes:</i></p> <ul style="list-style-type: none"> Physical Education (0835.00) Physical Fitness and Body Movement (0835.10) Intercollegiate Athletics (0835.50) 	<p><i>The following may not be considered vocational CIP codes:</i></p> <ul style="list-style-type: none"> Sports, Kinesiology, and Physical Education/Fitness, General (31.0501)

Community College Supply

Exhibits 14 and 15 summarize the three-year average of certificates and degrees conferred by the selected subregion's community college programs relevant to the studied occupations.

Exhibit 14. Average annual community college awards by TOP program – CTE only

TOP Program and Code	College	Annual Awards 2021-22	Annual Awards 2022-23	Annual Awards 2023-24	3-Yr Annual Awards Average
Fitness Trainer (0835.20)	Sierra	3	1	2	2
Recreation Assistant (0836.10)	Sierra	1	0	1	0
	Grand Total	4	1	3	3

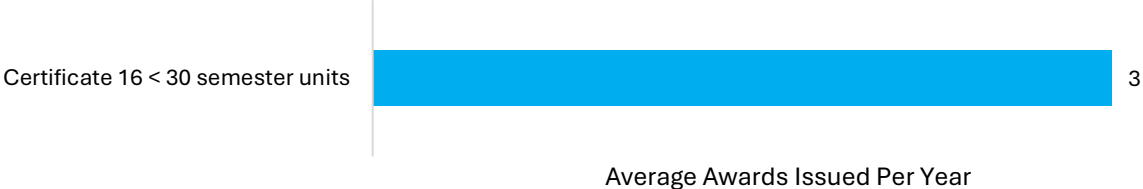
Note: Values in the table are rounded to the nearest whole number; however, subtotals and totals are calculated using unrounded values.

Exhibit 15. Average annual community college awards by TOP program – Non-CTE only

TOP Program and Code	College	Annual Awards 2021-22	Annual Awards 2022-23	Annual Awards 2023-24	3-Yr Annual Awards Average
Physical Education (0835.00)	American River (A.S.)	10	8	8	9
	Cosumnes River (A.A.)	8	6	7	7
	Sacramento City (A.A.)	1	0	2	1
	Grand Total	19	14	17	17

Note: Values in the table are rounded to the nearest whole number; however, subtotals and totals are calculated using unrounded values.

Exhibit 16. Average annual community college awards by award type – CTE only



Other Postsecondary Supply

Exhibit 16 summarizes the three-year average of certificates and degrees conferred by non-community college training providers in the selected subregion. These programs align with the studied occupations. Please note that non-community college data typically lags by one year.

Exhibit 16. Average annual postsecondary awards by CIP program – Vocational and Non-Vocational Programs

Program - CIP Code	Provider	Annual Awards 2020-21	Annual Awards 2021-22	Annual Awards 2022-23	3-Yr Annual Awards Average
Sports, Kinesiology, and Physical Education/Fitness, General (31.0501)	CSU Sacramento (Bachelor's Degree)	300	301	318	306
	Grand Total	300	301	318	306

FINDINGS

This report focuses on four occupations in the sports management career pathway: Entertainment and Recreation Managers, Except Gambling (11-9072), First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services (39-1014), Exercise Trainers and Group Fitness Instructors (39-9031), and Coaches and Scouts (27-2022).

Occupational Demand

- The Greater Sacramento subregion held nearly 7,700 sports management jobs in 2023. These jobs are projected to increase by 12% over the next five years, adding 950 new jobs to the subregion by 2028.
- Sports management jobs are projected to grow at the same rate in the Greater Sacramento subregion as in California.
- Over the next five years, sports management jobs are projected to have nearly 1,400 annual openings across Greater Sacramento.

Wages

- Entry-level hourly wages of sports management occupations in Greater Sacramento range from a low of \$17.13 per hour for coaches and scouts to a high of \$27.54 per hour for entertainment and recreation managers.
- Analysis of wage data shows that only one of the four sports management occupations, entertainment and recreation managers, earns an hourly wage that exceeds the single adult living wage of \$21.17 per hour in Sacramento County.
- Despite low entry-level wages, all four occupations have median hourly earnings that meet or exceed the living wage threshold in Sacramento County.

Job Postings

- In the last 12 months, there were more than 1700 online job postings for sports management occupations.
- More than two-thirds of all sports management job postings were for coaches and scouts, and nearly half of these came from the educational services industry, which includes elementary and secondary schools, junior or community colleges, and colleges, universities, and professional schools.⁷
- Local employers with the most job postings for sports management occupations included elementary and secondary school districts (Sacramento City Unified (96 postings), Yuba City Unified (59), and Folsom Cordova Unified (30)), exercise and fitness

⁷ The definition for Educational Services (NAICS code 611) can be found here: <https://www.census.gov/naics/>

gyms (LifeTime (52), 24-Hour Fitness (48), and Kev's Gym (28)), and businesses focused on personal sports instruction (TeachMe.To – an online platform that connects individuals to sports instructors – and Sunsational Swim School (27 postings)).

- Job titles with the most postings are closely aligned with occupations. Job titles prominently featured postings for sports activities instructors (e.g., swim or tennis instructors), fitness and sports coaches (e.g., volleyball and football coaches), and personal fitness instructors (e.g., personal trainers, yoga instructors, and group fitness instructors).

Education and Training Requirements

- Between 21% and 39% of incumbent workers in the studied occupations have educational attainment levels consistent with community college offerings (some college or associate degrees). Another 19% to 44% of workers in these occupations hold a bachelor's degree.
- Although many job postings did not specify an education level, 33% required no more than an associate degree, and another 12% required a bachelor's degree.

Postsecondary Supply

- Individuals pursuing sports management careers can receive training through either career education or general education programs. Accordingly, this report presents data from both pathways; however, the recommendations primarily address meeting local workforce needs through career education programs.
- Four Greater Sacramento community colleges offer three programs related to sports management occupations. Career education programs include Fitness Trainer (TOP 0835.20) and Recreation Assistant (0836.10) at Sierra College, while non-career education programs include Physical Education (0835.00) at American River, Cosumnes River, and Sacramento City Colleges. Together, these colleges awarded an average of 3 certificates in related career education programs and 17 associate degrees in general education programs over the last three academic years (2021-22 through 2023-24).
- CSU Sacramento offers a bachelor's degree in sports, kinesiology, and physical education, a field closely aligned with sports management occupations. From 2020-21 to 2022-23, the university conferred an average of 306 degrees in this program. Please note that non-community college award data typically lags by one year.

RECOMMENDATIONS

Supply Gap

- A comparison of occupational demand to educational supply suggests an undersupply in the sports management career pathway. There are 1,378 projected annual job openings compared to a yearly average of 3 certificates from community colleges.
- General education programs related to sports management also serve as pathways to entry-level positions in the field. Over the past three years, Greater Sacramento Community Colleges and CSU Sacramento awarded an average of 17 associate degrees and 306 bachelor's degrees annually. Despite this, the analysis indicates a significant undersupply of skilled workers for these jobs.

Living Wage

- While only 7% of sports management job openings offer entry-level wages at or above the \$21.17 living wage for Sacramento County, all four occupations have median hourly earnings that meet or exceed this threshold.

Education

- Three of the four sports management occupations are middle-skilled and align with community college training:
 - Over 33% of entertainment and recreation managers hold some college or an associate degree, despite a typical entry-level requirement of a bachelor's degree.
 - For first-line supervisors of entertainment and recreation workers, the typical requirement is a high school diploma, yet 39% have some college or an associate degree.
 - Although 44% of exercise trainers and group fitness instructors hold a bachelor's degree, 40% have up to an associate degree, and the typical entry-level requirement is a high school diploma.
- However, bachelor's degree attainment is essential for coaches and scouts, with 42% holding a bachelor's degree and 25% a graduate degree, while only 21% have community college-level credentials. The high level of bachelor's degree attainment suggests that four-year degrees are highly valued in the coaching occupation.

The North Far North COE recommends:

- Proceeding with the development of new programs related to sports management occupations, as labor market data indicates a significant shortage of skilled workers in this field.
- Ensuring that these programs align with and articulate clearly to regional four-year degree programs, since a bachelor's degree appears necessary for employment or advancement in specific roles, such as coaches and scouts.

New Program Recommendation		
Move forward with the new program.	Proceed with caution	A new program is not recommended.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX A. METHODOLOGY AND SOURCES

This report includes occupations identified by using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and the O*Net OnLine education crosswalk. This report's findings were primarily determined with labor market and educational supply data from the Bureau of Labor Statistics (BLS), Lightcast, and the California Community Colleges Chancellor's Office.

Data sources include:

"The Chancellor's Office Curriculum Inventory System (COCI)." California Community Colleges Curriculum Inventory (COCI). 2024. <https://coci2.ccctechcenter.org/>.

Glasmeier, Amy K. "Living Wage Calculator." Living Wage Calculator. 2024. <https://livingwage.mit.edu/>.

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

Labor Market Information Division. California Employment Development Department. <https://labormarketinfo.edd.ca.gov/>.

Lightcast 2025.1; QCEW Employees, Non-QCEW Employees, and Self-Employed. <https://lightcast.io/>.
(Notes: Occupational employment data are based on final Lightcast industry data and final Lightcast 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)).

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

O*NET OnLine. U.S. Department of Labor/Employment and Training Administration (DOL ETA). <https://www.onetonline.org/>.

The Self-Sufficiency Standard for California. The Center for Women's Welfare at the University of Washington. 2024. <http://www.selfsufficiencystandard.org/>

"Taxonomy of Programs." California Community Colleges Chancellor's Office. May 2023, 7th Edition. <https://www.cccco.edu/-/media/CCCCO-Website/docs/curriculum/final-top-code-manual-2023edit-4-a11y.pdf?la=en&hash=28074BFE9915B49A7688B8BDEF0DB7E55FEB3A2C>

"TOP-CIP-SOC Crosswalk." Centers of Excellence for Labor Market Research. June 2021 Edition. <http://coecc.net/>

APPENDIX B. EARNINGS AND LIVING WAGE

Occupational Earnings

Occupational earnings data comes from the Bureau of Labor Statistics' Occupational Employment Statistics dataset. It is collected from the employer's perspective, meaning that earning data is pre-tax and based on the place of the employee's work (rather than where they live). Occupational earnings are reported based on hourly income and include base rate pay, commissions, cost of living allowances, guaranteed pay, hazard pay, incentive pay, longevity pay, production bonuses, and tips. Occupational earnings do not include bonuses, reimbursements, overtime pay, relocation allowances, severance pay, etc.

The NFN COE reports on occupational earnings using percentile earnings. Percentile earnings are typically broken into 10th, 25th, 50th (median), 75th, and 90th percentiles and are used to show the distribution of wages for workers employed within an occupation. For example, the 25th percentile hourly earnings for childcare workers employed across the North Far North (NFN) region is \$15.50. This means that in 2023, 25% of the North Far North's childcare workers earned up to but no more than \$15.50 per hour. Childcare workers in the North Far North have a 90th percentile wage of \$23.72, meaning that 90% of childcare workers employed across the region earn up to \$23.72 per hour. The Centers of Excellence use the 25th and 75th percentile hourly wages to estimate wages for entry-level and experienced workers.

Living Wage

A living wage is the level of income one adult working full-time must earn to meet their minimum basic needs where they live, all while being self-sufficient. The basic needs that factor into a living wage calculation include food, housing, childcare (for those with children), healthcare, transportation, broadband and mobile access, taxes, and other necessities (like clothing, personal care products, and household furnishings and supplies).

This report provides an estimate of the living wage for each community college district and uses the living wage for a single, working adult without dependents. A working adult is assumed to work 2,080 full-time hours, which is equivalent to 40 hours a week for 52 weeks per year.

In October 2024, the NFN COE switched from the [MIT Living Wage Calculator](#) (last updated February 2024) to [University of Washington's Self-Sufficiency Standard](#) (last updated March 2024; released September/October 2024). This change allows the COE to use living wage data that is aligned with the Chancellor's Office metrics. The NFN COE will revise this practice as needed to ensure continued alignment with the Chancellor's Office.⁸

Comparing earnings to the living wage

Prior to the 2024-25 fiscal year, the NFN COE compared the 25th percentile hourly earnings of an occupation employed in the subregion to a subregional average living wage for one single, working adult (no dependents) residing in a county located in the North or Far North subregions.

Beginning October 2024, the NFN COE will compare the 25th percentile hourly earnings of an occupation

⁸ Last revised: 10/29/2024. Changed living wage source from MIT to U of W.

employed in the subregion to the living wage for one single, working adult (no dependents) residing in the same county as the community college district that initially requested this report. This change aligns with the definition used by the Chancellor's Office to determine the proportion of students who attained a living wage after exiting the California Community College system in the Student Success Metrics (SM 802Sx) and Community College Pipeline (CP 802). The NFN COE will revise this practice as needed to ensure continued alignment with the Chancellor's Office.⁹

Hourly Living Wage by Community College District Office County Location¹⁰

Region	Community College District	Location of District Office (County)	One Adult	One adult + One Infant
Far North	Butte-Glenn	Butte	\$16.77	\$34.02
	Feather River	Plumas	\$15.11	\$32.84
	Lassen	Lassen	\$14.81	\$31.51
	Mendocino-Lake	Mendocino	\$17.06	\$35.70
	Redwoods	Humboldt	\$16.59	\$34.44
	Shasta-Tehama-Trinity Joint	Shasta	\$16.99	\$35.35
	Siskiyou Joint	Siskiyou	\$14.51	\$30.71
North	Lake Tahoe	El Dorado	\$22.11	\$44.25
	Los Rios	Sacramento	\$21.17	\$41.91
	Sierra Joint	Placer	\$23.92	\$46.86
	Yuba	Sutter	\$17.08	\$34.41
California	Minimum wage -- All industries, except fast food and healthcare		\$16.00	
	Minimum wage -- Fast food (effective April 1, 2024)		\$20.00	
	Minimum wage -- Healthcare (effective October 16, 2024)		\$18-23, depends on facility type	

⁹ Last revised: 10/29/2024. Changed from "median hourly earnings" to "25th percentile hourly earnings."

¹⁰ Sources include: 1) The Self-Sufficiency Standard for California, The Center for Women's Welfare at University of Washington, <https://selfsufficiencystandard.org/California/> and 2) State of California Department of Industrial Relations, https://www.dir.ca.gov/dlse/minimum_wage.htm. Table was last revised: 10/29/2024. Updated source data from MIT to U of W.

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COVID-19 Statement: This report includes employment projection data produced by Lightcast (formerly EMSI). Employment projections are developed using models based on historical data, which in this set of projections covers the period through 2021. Most input data, therefore, precedes the pandemic. Employment projections are long-term projections intended to capture structural changes in the economy, not cyclical fluctuations. As such, projections data are not intended to capture the impacts of the recession that began in February 2020. Cyclical fluctuations, like recessions, impact projections when they become part of the historical data set.

Important Disclaimer: All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges, or their representatives based upon components or recommendations contained in this study.

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Centers of Excellence for Labor Market Research, Economic and
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