



October 30, 2025

Dori Dumon  
Associate Professor and Co-Department Chair  
Business Applications & Technology  
Santa Ana College  
1530 W. 17th Street  
Santa Ana, CA 92706-3398

Dear Dori Dumon,

**Subject: Summary of Labor Market Assessment for Proposed Bachelor's Degree in Artificial Intelligence (AI) for Business**

The Orange County Center of Excellence has completed a comprehensive labor market assessment related to Santa Ana College's application to offer a baccalaureate degree in Artificial Intelligence (AI) for Business. This analysis evaluated both the workforce need for graduates in the proposed field and whether a bachelor's degree is required or preferred for entry into the target occupations. The full labor market report is attached for reference.

**Summary of Key Findings:**

- ✔ **Educational Requirements and Certifications:** According to the Bureau of Labor Statistics (BLS) and job posting data, the targeted occupations typically require a bachelor's degree, with no certification or licensing requirement. This aligns with the educational goals of the proposed program.
- ✔ **Work Experience and Degree Alignment:** The typical work experience expected for related positions within these occupations, as detailed by BLS and job posting information, suggests that candidates with a bachelor's degree are preferred, and 35% of postings that specify experience require 4 to 6 years.
- ✔ **Preference for Bachelor's Degree Holders:** California employers have a preference for related entry-level workers who hold a bachelor's degree as specified by 90% of job posting data listing a bachelor's degree as a minimum requirement for related positions.
- ✔ **Salary Differentials:** The available online job posting data is insufficient for a conclusive analysis on salary differentials.
- ✔ **Job Outlook and Demand:** Job growth for the target occupations is projected at 7% in California and 3% regionally over the next 10 years. Although a simple comparison shows a surplus of average annual awards (12,230) relative to the average annual openings (11,099) for the target occupations, supply is likely overstated. Related educational programs prepare students for nine other applicable occupations, which account for an additional 29,278 annual openings. This indicates the actual market demand is likely greater than the initial figures suggest.
- ✔ **Occupational Wages and Living Wage Comparison:** Entry-level wages for all the targeted occupations exceed the regional living wage benchmark for a single adult;



however, a majority (84%) of annual postings for these occupations have entry-level wages below the living wage for one adult with one infant-aged child.

**Conclusion: Mixed – Labor Market Endorsed: Caution Advised**

Regional labor market data indicate a likely supply shortage of workers with a baccalaureate degree in Artificial Intelligence (AI) for Business, particularly when accounting for demand from occupations aligned with related educational program. The analysis shows a strong demand for workers in the target occupations, with positive employment projections across the state and a growing number of job openings in the region. Each target occupation offers entry-level wages above the living wage; however, available data showed only one occupation with a higher salary differential for those requiring a bachelor's degree compared to those with an associate degree.

For the detailed analysis of data and findings, please refer to the attached full labor market assessment report. Should you have any questions or require further information, you are welcome to contact us.

Respectfully,

A handwritten signature in blue ink, appearing to read 'Jesse Crete', with a long horizontal flourish extending to the right.

Jesse Crete, Ed.D.  
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