

Program Endorsement Brief: 0506.00/Business Management & 0509.00/Marketing and Distribution

International Business

Leadership Studies

Not-for-Profit Management

Management Institute

Orange County Center of Excellence, January 2022

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/> (see comments below)	
Living Wage: (Entry-Level, 25 th)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	

The Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to two middle-skill occupations: *administrative services and facilities managers* (11-3011), and *cost estimators* (13-1951). Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.¹ Although *administrative services and facilities managers* and *cost estimators* typically require a bachelor's degree, they are considered middle-skill because approximately one-third of workers in the field have completed some college or an associate degree.

The above middle-skill occupations *management analysts* (13-1111) and *project management specialists and business operations specialists, all other* (13-1198) are included in this report because the middle-skill occupations in this report are pathways to these occupations. Additionally, these proposed programs are designed to train both new workers and incumbent workers management and leaderships skills and competencies. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data there does not appear to be a supply gap for these middle-skill business management occupations in the region. Though these middle-skill occupations typically require a bachelor's degree, between 35.8% and 38.7% of workers in the field have completed some college or an associate degree as their highest level of education. Furthermore, entry-level

¹ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

wages exceed the living wage in both Los Angeles and Orange counties. **Therefore, due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **2,078 jobs available annually** in the region due to new job growth and replacements, **which is less than the 21,487 awards conferred annually** by educational institutions in the region.
 - However, general business management and business administration programs in community college and four-year institutions train for nearly 20 middle-skill and above middle-skill business and management-related occupations that are not included in this report. There is projected to be nearly 32,000 annual job openings for these occupations. Therefore, **supply for the two middle-skill business management occupations included in this report is overstated.**
- **Living Wage Criteria** – Within Orange County, **all annual job openings** for these middle-skill business management occupations **have entry-level wages above the county's living wage** (\$20.63/hour).²
- **Educational Criteria** – Within the LA/OC region, **all annual job openings** for the middle-skill occupations related to business management **typically require a bachelor's degree.**
 - However, the national-level educational attainment data indicates **between 35.8% and 38.7% of workers in the field have completed some college or an associate degree** as their highest level of education.

Supply:

- There are **29 community colleges** in the LA/OC region that issue awards related to business management, conferring an average of **9,191 awards annually** between 2017 and 2020.
- Between 2016 and 2019, there was an average of **12,296 awards conferred annually** in related training programs by non-community college institutions, all of which were generated by **49 individual four-year colleges throughout** the region.
- These community college and non-community college programs train for nearly 20 other middle-skill and above middle-skill occupations for which there is projected to be nearly 32,000 annual job openings. Therefore, **supply is overstated.**

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the two middle-skill business management occupations. In Los Angeles/Orange County, the number of jobs related to the middle-skill occupations is projected to increase by 0.5% through 2025. There will be more than 2,000 middle-skill job openings per year through 2025 due to job growth and replacements

² Living wage data was pulled from California Family Needs Calculator on 1/10/2022. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/family-needs-calculator/>.

Exhibit 1: Middle-skill occupational demand in Los Angeles and Orange Counties³

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	16,953	17,043	91	0.5%	1,473
Orange	6,970	6,995	25	0.4%	605
Total	23,923	24,038	116	0.5%	2,078

Exhibit 2 shows the five-year occupational demand projections for the two above middle-skill business management occupations. In Los Angeles/Orange County, the number of jobs related to the above middle-skill occupations is projected to increase by 3% through 2025. There will be more than 10,000 middle-skill job openings per year through 2025 due to job growth and replacements

Exhibit 2: Above Middle-Skill occupational demand in Los Angeles and Orange Counties

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	84,542	86,846	2,304	3%	7,116
Orange	34,706	35,591	885	3%	2,923
Total	119,249	122,437	3,189	3%	10,039

This report includes employment projection data by Emsi which uses EDD information. Emsi's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.

Wages

The labor market endorsement in this report considers the entry-level hourly wages for the middle-skill business management occupations in Orange County as they relate to the county's living wage. Los Angeles County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Orange County: All annual openings for the middle-skill group of business management occupations have entry-level wages above the living wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$26.86 and \$36.79. Experienced workers can expect to earn wages between \$54.01 and \$66.14, which are higher than the living wage estimate. Orange County's average wages are below the average statewide wage of \$49.63 for these occupations.

³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

All annual openings for the above middle-skill group of occupations have entry-level wages above the living wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$25.65 and \$31.49. Experienced workers can expect to earn wages between \$51.71 and \$66.10, which are higher than the living wage estimate. Orange County's average wages are above the average statewide wage of \$47.29 for these occupations.

Los Angeles County: All annual openings for the middle-skill group of business management occupations have entry-level wages above the living wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$24.72 and \$37.26. Experienced workers can expect to earn wages between \$50.07 and \$66.98, which are higher than the living wage estimate. Los Angeles County's average wages are above the average statewide wage of \$49.63 for these occupations.

All annual openings for the above middle-skill group of business management occupations have entry-level wages above the living wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$25.65 and \$31.49. Experienced workers can expect to earn wages between \$51.71 and \$66.10, which are higher than the living wage estimate. Los Angeles County's average wages are above the average statewide wage of \$47.29 for these occupations.

Job Postings

There were 7,682 online job postings related to the middle-skill group of business management occupations listed in the past 12 months. The highest number of job postings were for estimators, facilities managers, facilities coordinators, electrical estimators, and business office managers. The top skills were: budgeting, estimating, scheduling, and project management. The top three employers, by number of job postings, in the region were: Anthem Blue Cross, University of California, and Northrup Grumman.

There were 15,999 online job postings related to the above middle-skill group of business management occupations listed in the past 12 months. The highest number of job postings were for business analysts, e-commerce specialists, e-commerce managers, senior business analysts, and target security specialists. The top skills were: business analysis, project management, and e-commerce. The top three employers, by number of job postings, in the region were: Anthem Blue Cross, Northrup Grumman, and Deloitte.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists bachelor's degree as the typical entry-level education for the middle-skill occupations *administrative service and facilities managers* and *cost estimators*. In the LA/OC region, all annual middle-skill job openings typically require a bachelor's degree. However, the national-level educational attainment data indicates between 35.8% and 38.7% of workers in the field have completed some college or an associate degree as their highest level of

education. Of the 64% of middle-skill business management job postings listing a minimum education requirement in Los Angeles/Orange County, 28.8% (1,409) requested high school or vocational training, 4.9% (241) requested an associate degree and 63% (3,085) requested a bachelor's degree.

The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for the above middle-skill occupations *management analysts* and *project management specialists and business operations specialists, all other*. In the LA/OC region, all annual above middle-skill job openings typically require a bachelor's degree. Furthermore, the national-level educational attainment data indicates between 16.0% and 22.1% of workers in the field have completed some college or an associate degree as their highest level of education. Of the 67% of above middle-skill business management job postings listing a minimum education requirement in Los Angeles/Orange County, 8% (864) requested high school or vocational training, 4% (433) requested an associate degree, and 84.2% (9,089) request a bachelor's degree.

Educational Supply

Community College Supply—Exhibit 3 shows the three-year average number of awards conferred by community colleges in the related TOP codes: Business and Commerce, General (0501.00), Business Administration (0505.00), Business Management (0506.00), Management Development and Supervision (0506.30), and Office Management (0514.40). The colleges with the most completions in the region are: Coastline, Pasadena, Cerritos, and Citrus. Over the past 12 months, there were 12 other related program recommendation requests from regional community colleges.

It is important to note that these programs train for an additional 16 middle-skill and above middle-skill occupations that are not included in this report. Therefore, supply is overstated for the two middle-skill occupations in this report.

Exhibit 3: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award Average
0501.00	Business and Commerce, General	Coastline	5	5	6	5
		Saddleback	8	14	19	14
		OC Subtotal	13	19	25	19
		Cerritos	39	41	5	28
		Compton	1	-	-	0
		Glendale	48	40	46	45
		LA City	113	157	116	129
		LA Harbor	8	13	10	10
		LA Mission	29	9	-	13
		LA Pierce	-	5	17	7
		LA Southwest	20	30	29	26
		Long Beach	93	130	237	153

TOP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award Average
		Mt San Antonio	161	209	117	162
		Santa Monica	-	1	5	2
		West LA	8	5	44	19
		LA Subtotal	520	640	626	595
		Supply Subtotal/Average	533	659	651	614
0505.00	Business Administration	Coastline	681	763	592	679
		Cypress	213	228	244	228
		Fullerton	358	374	373	368
		Golden West	126	187	166	160
		Irvine	233	306	349	296
		Orange Coast	393	381	443	406
		Saddleback	278	297	382	319
		Santa Ana	216	217	220	218
		Santiago Canyon	152	159	157	156
		OC Subtotal	2,650	2,912	2,926	2,829
		Cerritos	181	206	250	212
		Citrus	434	349	398	394
		Compton	44	49	28	40
		East LA	159	227	247	211
		El Camino	310	295	306	304
		Glendale	246	216	241	234
		LA City	85	84	91	87
		LA Harbor	90	83	83	85
		LA Mission	60	51	88	66
		LA Pierce	181	211	208	200
		LA Southwest	22	35	56	38
		LA Trade	-	-	7	2
		LA Valley	99	131	147	126
		Long Beach	273	375	293	314
		Mt San Antonio	135	248	269	217
		Pasadena	847	909	1,191	982
		Rio Hondo	216	241	276	244
		Santa Monica	335	297	334	322
		West LA	135	120	156	137

TOP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award Average
		LA Subtotal	3,852	4,127	4,669	4,216
		Supply Subtotal/Average	6,502	7,039	7,595	7,045
0506.00	Business Management	Coastline	71	84	72	76
		Cypress	6	6	3	5
		Fullerton	11	11	12	11
		Golden West	8	20	8	12
		Irvine	9	3	14	9
		North Orange Adult	24	27	36	29
		Orange Coast	51	40	16	36
		Santa Ana	81	64	71	72
		Santiago Canyon	42	17	24	28
		OC Subtotal	303	272	256	277
		Cerritos	405	456	516	459
		Citrus	1	2	-	1
		Compton	2	3	-	2
		East LA	26	29	18	24
		El Camino	23	23	33	26
		Glendale	10	9	13	11
		LA City	15	18	39	24
		LA Mission	4	3	1	3
		LA Pierce	-	3	2	2
		LA Valley	30	33	36	33
		Long Beach	22	21	29	24
		Mt San Antonio	161	202	145	169
		Santa Monica	18	23	-	14
		LA Subtotal	717	825	832	791
				Supply Subtotal/Average	1,020	1,097
0506.30	Management Development and Supervision	Coastline	312	355	247	305
		Saddleback	23	34	27	28
		Santa Ana	13	4	11	9
		Santiago Canyon	2	-	2	1
		OC Subtotal	350	393	287	343
		Cerritos	8	14	32	18

TOP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award Average
		LA Pierce	6	4	4	5
		LA Southwest	16	12	9	12
		LA Trade	18	5	4	9
		LA Valley	18	23	20	20
		Pasadena	7	3	3	4
		Rio Hondo	63	20	23	35
		Santa Monica	17	6	19	14
		LA Subtotal	153	87	114	118
		Supply Subtotal/Average	503	480	401	461
0514.40	Office Management	Cypress	1	1	1	1
		OC Subtotal	1	1	1	1
		El Camino	1	-	1	1
		LA Subtotal	1	-	1	1
		Supply Subtotal/Average	2	1	2	2
		Supply Total/Average	8,560	9,276	9,737	9,191

Non-Community College Supply—For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for the business and management occupations included in this report. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: Business/Commerce, General (52.0101) and Business Administration and Management, General (52.0201). Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 12,296 awards annually in related training programs.

It is important to note that these programs train for an additional 16 middle-skill and above middle-skill occupations that are not included in this report. Therefore, supply is overstated for the two middle-skill occupations in this report.

Exhibit 4: Regional non-community college awards, 2016-2019

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
52.0101	Business/Commerce, General	Abraham Lincoln University	-	-	-	-
		Azusa Pacific University	24	10	13	16
		Biola University	-	-	-	-

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		DeVry University-California	19	15	17	17
		Loyola Marymount University	5	3	-	3
		University of Southern California	-	-	-	-
Supply Subtotal/Average			48	28	30	35
52.0201	Business Administration and Management, General	Abraham Lincoln University	-	1	4	2
		Advanced College	1	-	-	0
		Angeles College	-	-	-	-
		Azusa Pacific University	111	113	123	116
		Bethesda University	8	22	24	18
		Biola University	116	87	113	105
		Brandman University	143	152	121	139
		California Intercontinental University	5	5	3	4
		California State Polytechnic University-Pomona	1,312	1,469	1,192	1,324
		California State University-Dominguez Hills	505	571	561	546
		California State University-Fullerton	2,155	2,306	2,462	2,308
		California State University-Long Beach	1,275	1,437	1,447	1,386
		California State University-Los Angeles	812	1,039	1,078	976
		California State University-Northridge	604	695	717	672
		California University of Management and Sciences	-	-	1	0
		Chapman University	381	366	376	374
		Claremont Graduate University	44	46	39	43
Concordia University-Irvine	97	95	98	97		

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		DeVry University-California	192	144	105	147
		Eagle Rock College	-	-	-	-
		Hope International University	20	31	52	34
		InterCoast Colleges-Santa Ana	-	-	-	-
		Learnet Academy Inc	4	17	-	7
		Life Pacific University	5	15	11	10
		Los Angeles ORT College-Los Angeles Campus (CLOSED)	32	24	32	29
		Los Angeles Pacific College	-	-	3	1
		Los Angeles Pacific University	-	-	1	0
		Loyola Marymount University	-	-	32	11
		Marymount California University	57	67	65	63
		Mount Saint Mary's University	48	41	40	43
		Mt Sierra College	10	10	-	7
		Pacific States University	-	2	2	1
		Pepperdine University	200	191	255	215
		Platt College-Anaheim	-	2	8	3
		Platt College-Los Angeles	9	8	6	8
		Southern California Institute of Technology	-	-	-	-
		The Master's University and Seminary	45	71	64	60
		Trident University International	407	339	293	346
		University of Antelope Valley	25	33	33	30
		University of California-Irvine	159	205	260	208

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		University of La Verne	303	349	314	322
		University of Phoenix-California	1,214	1,309	1,161	1,228
		University of Southern California	1,023	993	1,022	1,013
		University of the People	41	67	75	61
		University of the West	6	15	6	9
		Vanguard University of Southern California	83	78	71	77
		Westcliff University	148	83	97	109
		Whittier College	81	57	73	70
		Woodbury University	44	40	23	36
Supply Subtotal/Average			11,725	12,595	12,463	12,261
Supply Total/Average			11,773	12,623	12,493	12,296

Appendix A: Occupational demand and wage data by county

Exhibit 5. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Administrative Services and Facilities Managers (11-3011)	4,225	4,290	65	2%	361	\$36.79	\$51.47	\$66.14
Cost Estimators (13-1051)	2,745	2,705	(40)	(1%)	244	\$26.86	\$36.17	\$54.01
Middle-Skill Total	6,970	6,995	25	0.4%	605			
Management Analysts (13-1111)	11,797	12,264	466	4%	1,175	\$31.49	\$44.83	\$66.10
Project Management Specialists and Business Operations Specialists, All Other (13-1198)	22,909	23,328	419	2%	1,748	\$25.65	\$36.46	\$51.71
Above Middle-Skill Total	34,706	35,591	885	3%	2,923			

Exhibit 6. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Administrative Services and Facilities Managers (11-3011)	11,984	12,216	232	2%	1,032	\$37.26	\$52.13	\$66.98
Cost Estimators (13-1051)	4,968	4,827	(141)	(3%)	441	\$24.72	\$33.47	\$50.07
Middle-Skill Total	16,953	17,043	91	0.5%	1,473			
Management Analysts (13-1111)	26,901	28,016	1,115	4%	2,692	\$33.29	\$47.66	\$71.09
Project Management Specialists and Business Operations Specialists, All Other (13-1198)	57,641	58,830	1,189	2%	4,425	\$26.06	\$37.06	\$52.58
Above Middle-Skill Total	84,542	86,846	2,304	3%	7,116			

Exhibit 7. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings
Administrative Services and Facilities Managers (11-3011)	16,209	16,506	297	2%	1,393
Cost Estimators (13-1051)	7,713	7,532	(182)	(2%)	685
Middle-Skill Total	23,923	24,038	116	0.5%	2,078
Management Analysts (13-1111)	38,698	40,280	1,581	4%	3,867
Project Management Specialists and Business Operations Specialists, All Other (13-1198)	80,550	82,158	1,607	2%	6,172
Above Middle-Skill Total	119,249	122,437	3,189	3%	10,039

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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