










# Fashion Merchandising Occupations

## Labor Market Analysis: San Diego County

August 2021

### Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 <p><b>Proceed with New Program</b></p>	 	 	<input checked="" type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	<p>HIGH</p> 	<p>HIGH</p> 	

This brief provides labor market information about *Fashion Merchandising Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Fashion Merchandising Occupations* include “Advertising and Promotions Managers,” “First-Line Supervisors of Retail Sales Workers,” “Market Research Analysts and Marketing Specialists,” “Marketing Managers,” “Merchandise Displayers and Window Trimmers,” “Online Merchants,” and “Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products.” According to available labor market information, *Fashion Merchandising Occupations* in San Diego County have a labor market demand of 4,091 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings), and 16 institutions supply 473 awards for these occupations, suggesting that there is a supply gap in the labor market. Entry-level and median wages are above the living wage for most occupations, except “First-Line Supervisors of Retail Sales Workers” and “Merchandise Displayers and Window Trimmers.” This brief recommends proceeding with a new program and supports a program modification because 1) a supply gap exists in the region and 2) entry-level and median earnings for most occupations are above the living wage. Colleges should note that **employers typically require a bachelor’s degree as the minimum educational requirement for most of these occupations.**

## Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)<sup>1</sup> system:

- **Advertising and Promotions Managers** (SOC 11-2011): Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.
- **First-Line Supervisors of Retail Sales Workers** (SOC 41-1011): Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.
- **Market Research Analysts and Marketing Specialists** (SOC 13-1161): Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.
- **Marketing Managers** (SOC 11-2021): Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.
- **Merchandise Displayers and Window Trimmers** (SOC 27-1026): Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.
- **Project Management Specialists and Business Operations Specialists, All Other** (SOC 13-1198): Analyze and coordinate the schedule, timeline, procurement, staffing, and budget of a product or service on a per project basis. Lead and guide the work of technical staff. May serve as a point of contact for the client or customer.

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<sup>1</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

- **Online Merchants<sup>2</sup>** (SOC 13-1199.06): Conduct retail activities of businesses operating exclusively online. May perform duties such as preparing business strategies, buying merchandise, managing inventory, implementing marketing activities, fulfilling and shipping online orders, and balancing financial records.
- **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products** (SOC 41-4012): Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.

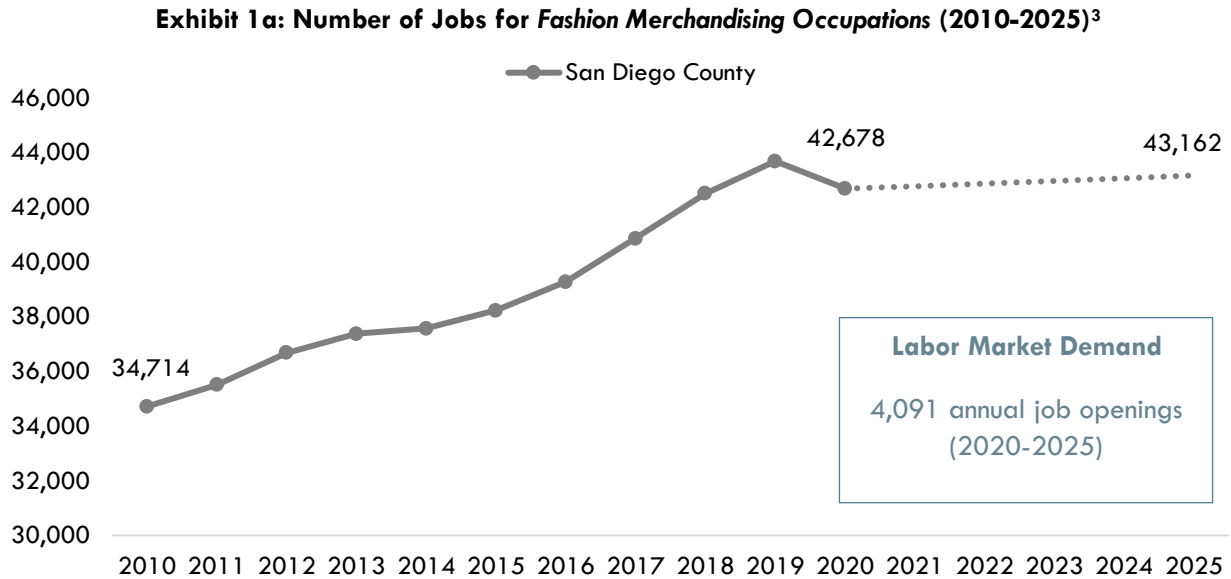
For the purpose of this report, these occupations are referred to as *Fashion Merchandising Occupations*.

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<sup>2</sup> This report will focus on Online Merchants (SOC 13-1199.06), which is captured under the SOC code Project Management Specialists and Business Operations Specialists, All Other (SOC 13-1198). Based on available labor market information, Online Merchants (SOC 13-1199.06) make up approximately 21 percent of Project Management Specialists and Business Operations Specialists, All Other (SOC 13-1198); therefore, data will be adjusted to reflect estimates for Online Merchants (SOC 13-1199.06).

## Projected Occupational Demand

Between 2020 and 2025, *Fashion Merchandising Occupations* are projected to increase by 484 net jobs or one percent (Exhibit 1 a). Employers in San Diego County will need to hire 4,091 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.



<sup>3</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

Exhibit 1b disaggregates the projected number of jobs change by occupation. “First-Line Supervisors of Retail Sales Workers” are projected to have the most labor market demand between 2020 and 2025, with 1,230 annual job openings.

**Exhibit 1b: Number of Jobs for Fashion Merchandising Occupations in San Diego County (2020-2025)<sup>4</sup>**

Occupational Title	2020 Jobs	2025 Jobs	2020 - 2025 Net Jobs Change	2020-2025 % Net Jobs Change	Annual Job Openings (Demand)
First-Line Supervisors of Retail Sales Workers	12,881	12,530	-351	-3%	1,230
Market Research Analysts and Marketing Specialists	8,803	9,572	769	9%	968
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	10,837	10,576	-261	-2%	965
Project Management Specialists and Business Operations Specialists, All Other*	5,368*	5,578*	210*	4%*	513*
Marketing Managers	3,428	3,576	148	4%	299
Merchandise Displayers and Window Trimmers	1,204	1,171	-33	-3%	102
Advertising and Promotions Managers	157	159	2	1%	14
<b>Total</b>	<b>42,678</b>	<b>43,162</b>	<b>484</b>	<b>1%</b>	<b>4,091</b>

\*Data shown was adjusted to reflect the estimated number of jobs and annual job openings for Online Merchants.

<sup>4</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

## Earnings

Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Fashion Merchandising Occupations* range from \$13.95 to \$42.78.

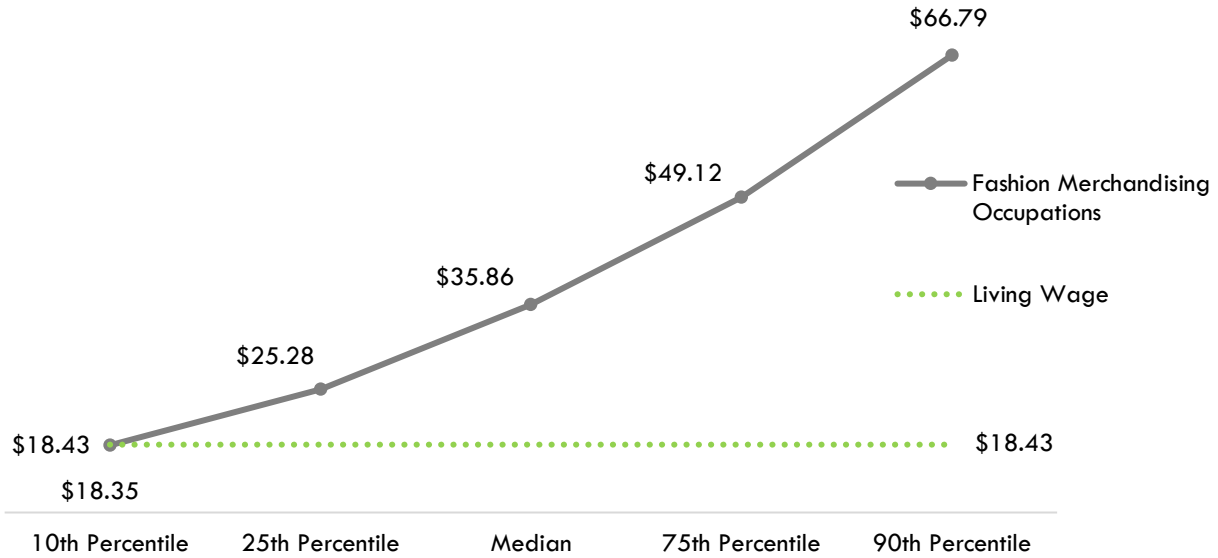
**Exhibit 2a: Hourly Earnings for *Fashion Merchandising Occupations* in San Diego County<sup>5</sup>**

Occupational Title	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Marketing Managers	\$42.78	\$61.66	\$85.28
Advertising and Promotions Managers	\$34.23	\$55.57	\$74.30
Project Management Specialists and Business Operations Specialists, All Other	\$28.12	\$38.81	\$52.21
Market Research Analysts and Marketing Specialists	\$21.92	\$29.36	\$40.05
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$20.03	\$29.61	\$46.00
First-Line Supervisors of Retail Sales Workers	\$15.93	\$21.02	\$27.51
Merchandise Displayers and Window Trimmers	\$13.95	\$15.00	\$18.47

<sup>5</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

On average, the entry-level hourly earnings for *Fashion Merchandising Occupations* are **\$25.28**; this is more than the living wage for a single adult in San Diego County, which is **\$18.43** per hour (Exhibit 2b).<sup>6</sup>

**Exhibit 2b: Average Hourly Earnings<sup>7</sup> for *Fashion Merchandising Occupations* in San Diego County<sup>8</sup>**



<sup>6</sup> "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. [insightccd.org/family-needs-calculator/](https://insightccd.org/family-needs-calculator/).

<sup>7</sup> 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

<sup>8</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.<sup>9</sup> There are 10 TOP codes and 13 CIP codes related to *Fashion Merchandising Occupations* (Exhibit 3).

**Exhibit 3: Related TOP and CIP Codes for *Fashion Merchandising Occupations*<sup>10</sup>**

TOP or CIP Code	TOP or CIP Program Title
TOP 0506.50	Retail Store Operations and Management
TOP 0508.00	International Business and Trade
TOP 0509.00	Marketing and Distribution
TOP 0509.10	Advertising
TOP 0509.40	Sales and Salesmanship
TOP 0509.60	Display
TOP 0509.70	E-Commerce (Business Emphasis)
TOP 0709.10	E-Commerce (Technology Emphasis)
TOP 1303.20	Fashion Merchandising
TOP 1303.30	Fashion Production
CIP 09.0903	Advertising
CIP 19.0902	Apparel and Textile Manufacture
CIP 19.0905	Apparel and Textile Marketing Management
CIP 19.0906	Fashion and Fabric Consultant
CIP 52.0208	E-Commerce/Electronic Commerce
CIP 52.1101	International Business/Trade/Commerce
CIP 52.1401	Marketing/Marketing Management, General
CIP 52.1801	Sales, Distribution, and Marketing Operations, General
CIP 52.1803	Retailing and Retail Operations
CIP 52.1804	Selling Skills and Sales Operations
CIP 52.1899	General Merchandising, Sales, and Related Marketing Operations, Other
CIP 52.1902	Fashion Merchandising
CIP 52.1904	Apparel and Accessories Marketing Operations

<sup>9</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](http://datamart.cccco.edu)) and CIP data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](http://nces.ed.gov/ipeds/use-the-data)).

<sup>10</sup> This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes in Exhibit 3.



According to TOP data, seven community colleges supply the region with awards for these occupations: Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego College of Continuing Education, San Diego Mesa College, and Southwestern College. According to CIP data, nine non-community-college institutions supply the region with awards: Ashford University, FIDM-Fashion Institute of Design & Merchandising-San Diego, National University, Point Loma Nazarene University, San Diego State University, Southern States University, United States University, University of California-San Diego, and University of San Diego (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions  
(Program Year 2016-17 through PY2019-20 Average)**

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
<b>0506.50</b>	<b>Retail Store Operations and Management</b>	<b>4</b>	<b>0</b>	<b>4</b>
	• Grossmont	2	0	
	• MiraCosta	1	0	
	• Palomar	0	0	
	• San Diego City	0	0	
	• San Diego Mesa	1	0	
<b>0508.00</b>	<b>International Business and Trade</b>	<b>3</b>	<b>0</b>	<b>3</b>
	• Grossmont	1	0	
	• Palomar	0	0	
	• Southwestern	2	0	
<b>0509.00</b>	<b>Marketing and Distribution</b>	<b>27</b>	<b>0</b>	<b>27</b>
	• Grossmont	6	0	
	• MiraCosta	16	0	
	• San Diego Mesa	3	0	
	• Southwestern	2	0	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
0509.10	Advertising	<b>13</b>	<b>0</b>	<b>13</b>
	• Palomar	13	0	
0509.40	Sales and Salesmanship	<b>1</b>	<b>0</b>	<b>1</b>
	• San Diego City	1	0	
0509.70	E-Commerce (Business Emphasis)	<b>1</b>	<b>0</b>	<b>1</b>
	• Southwestern	1	0	
1303.20	Fashion Merchandising	<b>32</b>	<b>0</b>	<b>32</b>
	• Palomar	15	0	
	• San Diego Cont Ed	3	0	
	• San Diego Mesa	14	0	
1303.30	Fashion Production	<b>13</b>	<b>0</b>	<b>13</b>
	• San Diego Cont Ed	13	0	
52.0208	E-Commerce/Electronic Commerce	<b>0</b>	<b>26</b>	<b>26</b>
	• Ashford University	0	26	
	• National University	0	0	
52.1101	International Business/Trade/Commerce	<b>0</b>	<b>206</b>	<b>206</b>
	• Ashford University	0	30	
	• National University	0	8	
	• San Diego State University	0	101	
	• University of California-San Diego	0	67	
52.1401	Marketing/Marketing Management, General	<b>0</b>	<b>134</b>	<b>134</b>
	• National University	0	0	
	• Point Loma Nazarene University	0	21	
	• Southern States University	0	2	
	• United States University	0	0	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
	<ul style="list-style-type: none"> <li>University of San Diego</li> </ul>	0	111	
52.1899	General Merchandising, Sales, and Related Marketing Operations, Other	0	0	0
	<ul style="list-style-type: none"> <li>National University</li> </ul>	0	0	
52.1902	Fashion Merchandising	0	13	13
	<ul style="list-style-type: none"> <li>FIDM-Fashion Institute of Design &amp; Merchandising-San Diego</li> </ul>	0	8	
	<ul style="list-style-type: none"> <li>Point Loma Nazarene University</li> </ul>	0	5	
			<b>Total</b>	<b>473</b>

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>11</sup> suggests that there is a **supply gap** for these occupations in San Diego County, with **4,091** annual openings and **473** awards. Comparatively, there are **49,664** annual openings in California and **4,361** awards, suggesting that there is a supply gap across the state<sup>12</sup> (Exhibit 5).

**Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)**

	<b>Demand</b> (Annual Openings)	<b>Supply</b> (Total Annual Average Supply)	<b>Supply Gap or Oversupply</b>
San Diego	4,091	473	<b>3,618</b>
California	49,664	4,361	<b>45,303</b>

**Please note:** This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

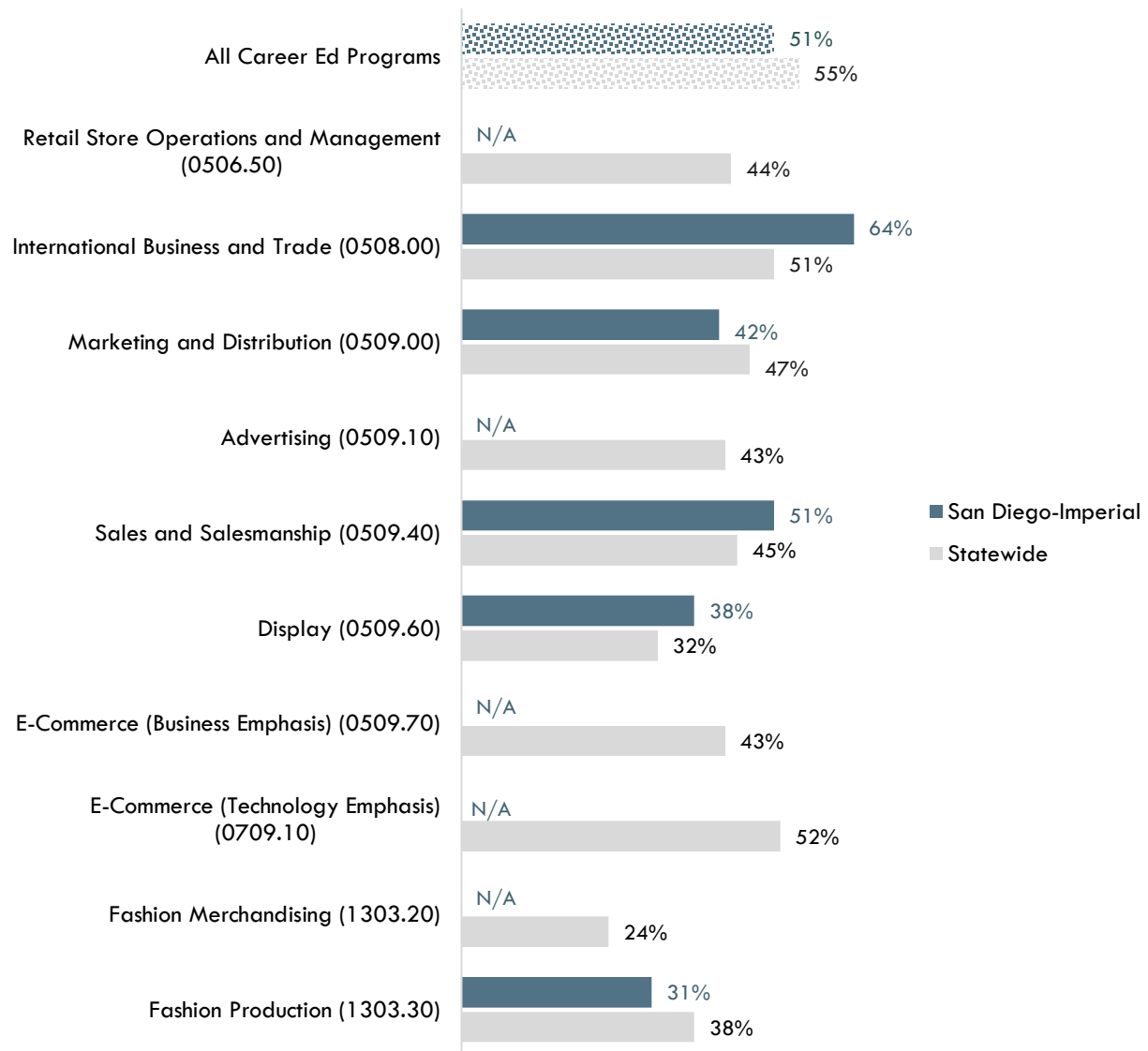
<sup>11</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

<sup>12</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).

## Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 31 to 64 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Fashion Merchandising Occupations*, compared to 24 to 52 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).<sup>13</sup>

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2017-18<sup>14</sup>**



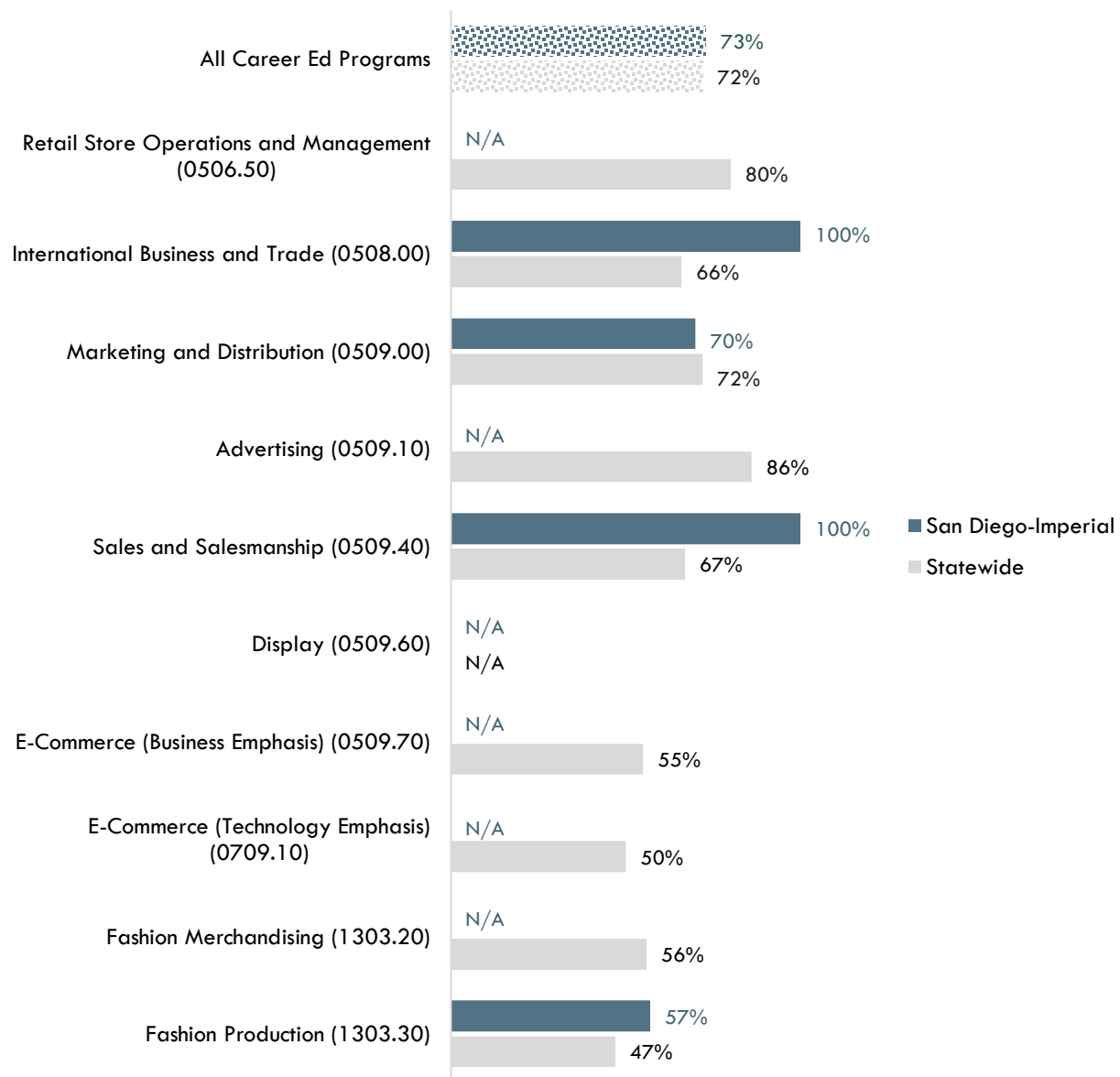
"N/A" indicates insufficient data

<sup>13</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>14</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 57 to 100 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Fashion Merchandising Occupations*, compared to 47 to 86 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).<sup>15</sup>

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2016-17<sup>16</sup>**



"N/A" indicates insufficient data

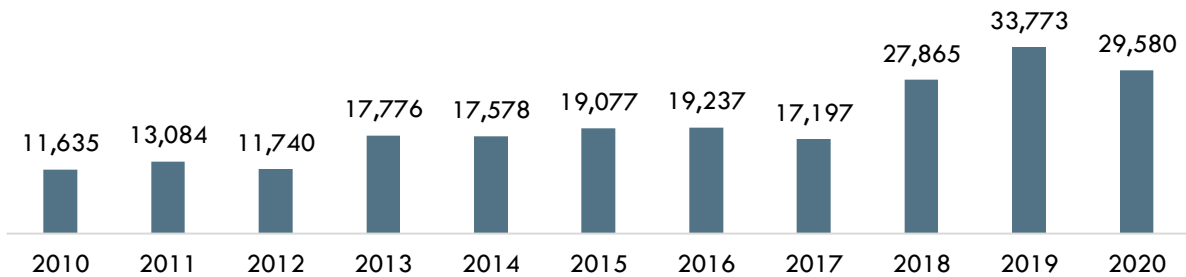
<sup>15</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>16</sup> Most recent year with available data is Program Year 2016-17. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

## Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 19,867 online job postings per year for *Fashion Merchandising Occupations* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1b). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

**Exhibit 7: Number of Online Job Postings for Fashion Merchandising Occupations in San Diego County (2010-2020)<sup>17</sup>**



## Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for *Fashion Merchandising Occupations* were *Thermo Fisher Scientific*, *Goodwill*, *Macy's*, *Sprouts Farmers Markets*, and *Illumina* based on online job postings (Exhibit 8).

**Exhibit 8: Top Employers for Fashion Merchandising Occupations in San Diego County<sup>18</sup>**

Top Employers	
<ul style="list-style-type: none"> <li>• Thermo Fisher Scientific, Inc.</li> <li>• Goodwill</li> <li>• Macy's</li> <li>• Sprouts Farmers Markets</li> <li>• Illumina, Inc.</li> </ul>	<ul style="list-style-type: none"> <li>• Petco</li> <li>• Sprint Corporation</li> <li>• Advantage Sales &amp; Marketing</li> <li>• VF Corporation</li> <li>• Qualcomm</li> </ul>

<sup>17</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

<sup>18</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

## Education, Skills, and Certifications

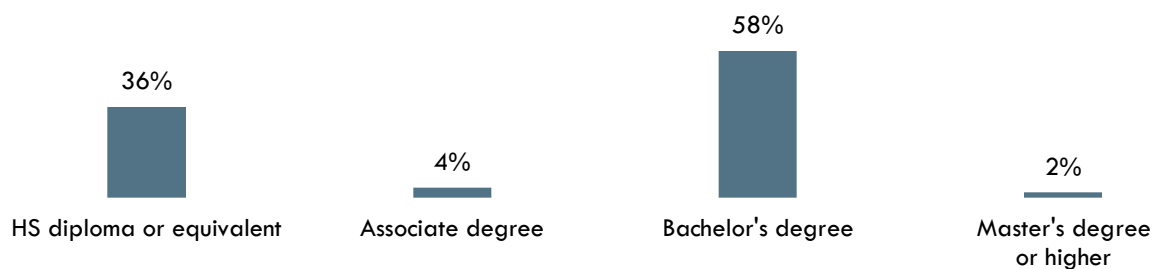
*Fashion Merchandising Occupations* have a national educational attainment ranging from a [high school diploma or equivalent](#) to a [bachelor's degree](#) (Exhibit 9a).

**Exhibit 9a: National Educational Attainment for *Fashion Merchandising Occupations*<sup>19</sup>**

Occupational Title	Typical Entry-Level Education
Project Management Specialists and Business Operations Specialists, All Other	Bachelor's degree
Market Research Analysts and Marketing Specialists	Bachelor's degree
Marketing Managers	Bachelor's degree
Advertising and Promotions Managers	Bachelor's degree
First-Line Supervisors of Retail Sales Workers	High school diploma or equivalent
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	High school diploma or equivalent
Merchandise Displayers and Window Trimmers	High school diploma or equivalent

Based on online job postings between January 1, 2018 and December 31, 2020 in San Diego County, employers posted a [bachelor's degree](#) as the educational requirement for *Fashion Merchandising Occupations* (Exhibit 9b).<sup>20</sup>

**Exhibit 9b: Educational Requirements for *Fashion Merchandising Occupations* in San Diego County<sup>21</sup>**



<sup>19</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

<sup>20</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

<sup>21</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).



Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 10: Top Skills for *Fashion Merchandising Occupations* in San Diego County<sup>22</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Sales</li> <li>• Customer Service</li> <li>• Retail Industry Knowledge</li> <li>• Merchandising</li> <li>• Scheduling</li> <li>• Sales Goals</li> <li>• Marketing</li> <li>• Budgeting</li> <li>• Customer Contact</li> <li>• Store Management</li> <li>• Product Sales</li> <li>• Social Media</li> <li>• Prospective Clients</li> <li>• Business Development</li> <li>• Project Management</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Teamwork / Collaboration</li> <li>• Organizational Skills</li> <li>• Detail-Oriented</li> <li>• Creativity</li> <li>• Building Effective Relationships</li> <li>• Planning</li> <li>• Problem Solving</li> <li>• Physical Abilities</li> <li>• Writing</li> <li>• Time Management</li> <li>• Computer Literacy</li> <li>• Research</li> <li>• Written Communication</li> <li>• Multi-Tasking</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft PowerPoint</li> <li>• Microsoft Word</li> <li>• Salesforce</li> <li>• Customer Relationship Management</li> <li>• Facebook</li> <li>• Software as a Service</li> <li>• Adobe Photoshop</li> <li>• Google Analytics</li> <li>• Microsoft Outlook</li> <li>• Adobe InDesign</li> <li>• Adobe Acrobat</li> <li>• Adobe Creative Suite</li> <li>• Adobe Illustrator</li> <li>• Google AdWords</li> </ul>

<sup>22</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 lists the top certification that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 11: Top Certification for *Fashion Merchandising Occupations* in San Diego County<sup>23</sup>**

Top Certification in Online Job Postings

1. Insurance License
  2. Insurance Agent Certification
  3. Security Clearance
  4. Project Management Certification
  5. Real Estate Certification
  6. Food Handler Certification
  7. Project Management Professional (PMP)
  8. Google AdWords Training
  9. Life Insurance License
  10. Life and Health Insurance License
  11. Property and Casualty License
  12. Automotive Service Excellence (ASE) Certification
  13. Pharmacy Technician Certification Board (PTCB)
  14. OSHA Forklift Certification
  15. First Aid CPR AED
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<sup>23</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

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San Diego-Imperial Center of Excellence for Labor Market Research



### Important Disclaimers

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. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.