



Labor Market Information Report

Fashion Merchandising and Management Occupations

Monterey Peninsula College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

September 2023

Recommendation

Based on all available data, there appears to be an “undersupply” of Fashion Merchandising and Management workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, Santa Cruz counties). There is a projected annual gap of about 14,071 students in the Bay region and 1,247 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1303.00 - Fashion programs 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 Monterey Peninsula College and in the region.

This report profiles Fashion Merchandising and Management Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a program review at Monterey Peninsula College.

- **Merchandise Displayers and Window Trimmers (27-1026):** Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: Short-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 40%
- **First-Line Supervisors of Retail Sales Workers (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.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 38%
- **Retail Salespersons (41-2031):** Sell merchandise, such as furniture, motor vehicles, appliances, or apparel to consumers. Excludes “Cashiers” (41-2011).
Entry-Level Educational Requirement: No formal educational credential
Training Requirement: Short-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 38%

Occupational Demand

Table 1. Employment Outlook for Fashion Merchandising and Management Occupations in Bay Region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Merchandise Displayers and Window Trimmers	4,322	4,467	145	3%	2,772	554	\$17	\$19
First-Line Supervisors of Retail Sales Workers	22,311	22,240	-71	-0%	12,727	2,545	\$19	\$22
Retail Salespersons	72,742	72,839	96	0%	54,986	10,997	\$15	\$17
Total	99,376	99,545	169	0%	70,484	14,096		

Source: Lightcast 2022.3

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 Fashion Merchandising and Management Occupations in SC-Monterey Sub-region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Merchandise Displayers and Window Trimmers	340	367	27	8%	234	47	\$17	\$18
First-Line Supervisors of Retail Sales Workers	2,025	2,097	71	4%	1,217	243	\$18	\$21
Retail Salespersons	5,996	6,306	310	5%	4,803	961	\$14	\$15
Total	8,361	8,770	409	5%	6,254	1,251		

Source: Lightcast 2022.3

SC-Monterey Sub-Region includes: Monterey, San Benito, Santa Cruz Counties

Job Postings in Bay Region and SC-Monterey Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Aug. 2022 - July 2023)

Occupation	Bay Region	SC-Monterey
Retail Salespersons	38,724	2,437
First-Line Supervisors of Retail Sales Workers	28,415	1,724
Merchandise Displayers and Window Trimmers	8,514	702

Source: Lightcast

Table 4a. Top Job Titles for Fashion Merchandising and Management Occupations for latest 12 months (Aug. 2022 - July 2023) - Bay Region

Title	Bay	Title	Bay
Sales Associates	5,272	Retail Sales Consultants	1,058
Retail Sales Associates	4,979	Store Merchandisers	984
Assistant Store Managers	2,934	Store Associates	946
Store Managers	2,474	Retail Store Managers	701

Title	Bay	Title	Bay
Retail Merchandisers	1,464	Beauty Advisors	669
Retail Associates	1,411	Seasonal Retail Associates	641
Merchandisers	1,322	Assistant Managers	593
Key Holders	1,235	Shift Supervisors	524
Seasonal Sales Associates	1,189	Retail Store Associates	501

Source: Lightcast

Table 4b. Top Job Titles for Fashion Merchandising and Management Occupations for latest 12 months (Aug. 2022 - July 2023) - SC-Monterey Sub-Region

Title	SC-Monterey	Title	SC-Monterey
Sales Associates	375	Shift Supervisors	78
Retail Sales Associates	335	Seasonal Sales Associates	74
Assistant Store Managers	202	Assistant Managers	55
Retail Merchandisers	163	Key Holders	52
Store Managers	137	Retail Supervisors	51
Retail Associates	135	Retail Store Managers	46
Merchandisers	127	Seasonal Retail Associates	46
Store Associates	91	Retail Sales Consultants	43
Store Merchandisers	86	Automotive Store Managers	39

Source: Lightcast

Industry Concentration

Table 5. Industries hiring Fashion Merchandising and Management Workers in Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2022)
Family Clothing Stores	8,494	8,104	-5%	9%
Home Centers	6,369	6,089	-4%	6%
Supermarkets and Other Grocery (except Convenience) Stores	5,461	5,499	1%	5%
Department Stores	5,101	4,938	-3%	5%
Warehouse Clubs and Supercenters	5,000	4,518	-10%	5%
New Car Dealers	4,064	4,286	5%	4%
All Other General Merchandise Stores	3,800	4,787	26%	4%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2022)
Shoe Stores	3,844	3,634	-5%	4%
Sporting Goods Stores	3,710	3,875	4%	4%
Electronics Stores	3,715	3,013	-19%	4%

Source: Lightcast 2022.3

Table 6. Top Employers Posting Fashion Merchandising and Management Occupations in Bay Region and SC-Monterey Sub-Region (Aug. 2022 - July 2023)

Employer	Bay	Employer	SC-Monterey
Macy's	1,899	Macy's	137
AT&T	1,802	CVS Health	110
Gap	1,023	AutoZone	81
CVS Health	896	Target	73
TJX	821	Ross Stores	67
T-Mobile US	770	Merchandiser	66

Source: Lightcast

Educational Supply

There are two (2) community colleges in the Bay Region issuing nine (9) awards on average annually (last 3 years ending 2021-22) on TOP 1303.00 - Fashion. In the SC-Monterey Sub-Region, there is one (1) community college that issued four (4) awards on average annually (last 3 years) on this TOP code.

There are a two (2) other CTE educational institutions in the Bay Region issuing 16 awards on average annually (last 3 years ending 2021-22) on CIP 50.0407 - Fashion/Apparel Design. There are no other CTE educational institutions in the SC-Monterey Sub-Region issuing awards on average annually (last 3 years) on this CIP code.

Table 7a. Community College Awards on TOP 1303.00 - Fashion in Bay Region

College	Subregion	Associate Degree	Low unit Certificate	Total
Alameda	East Bay	5	0	5
Monterey	SC-Monterey	2	2	4
Total		7	2	9

Source: Data Mart

Note: The annual average for awards is 2019-20 to 2021-22.

Table 7b. Other CTE Institutions Awards on CIP 50.0407 - Fashion/Apparel Design in Bay Region

College	Subregion	Associate degree	Total
Academy of Art University	Mid-Peninsula	4	4
FIDM-Fashion Institute of Design & Merchandising-San Francisco	Mid-Peninsula	12	12

College	Subregion	Associate degree	Total
Total		16	16

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 14,096 annual openings for the Fashion Design and Merchandising occupational cluster and 25 annual (3-year average) awards for an annual undersupply of 14,071 students. In the SC-Monterey Sub-Region, there is also a gap with 1,251 annual openings and four (4) annual (3-year average) awards for an annual undersupply of 1,247 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1303.00 - Fashion

Metric Outcomes	Bay All CTE Programs	Monterey Peninsula All CTE Programs	State 1303.00	Bay 1303.00	SC-Monterey 1303.00	Monterey Peninsula 1303.00
Students with a Job Closely Related to Their Field of Study	74%	73%	44%	61%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$53,090	\$67,771	\$28,190	\$43,000	N/A	N/A
Median Change in Earnings for SWP Exiting Students	24%	14%	24%	7%	N/A	N/A
Exiting Students Who Attained the Living Wage	54%	70%	34%	32%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills, Certifications and Education

Table 9. Top Skills for Fashion Merchandising and Management Occupations in Bay Region (Aug. 2022 - July 2023)

Skill	Posting	Skill	Posting
Merchandising	35,453	Point Of Sale	4,908
Selling Techniques	17,353	Auditing	3,591
Product Knowledge	11,740	Inventory Control	3,566
Retail Operations	9,432	Key Performance Indicators (KPIs)	3,469
Cash Register	9,212	Stocking Merchandise	3,209
Visual Merchandising	7,495	Warehousing	3,011
Loss Prevention	6,677	Retail Management	2,726
Marketing	6,210	Housekeeping	2,714
Inventory Management	5,989	Customer Engagement	2,521
Cash Handling	4,968	Operational Excellence	2,467

Skill	Posting	Skill	Posting
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Source: Lightcast

Table 10. Certifications for Fashion Merchandising and Management Occupations in Bay Region (Aug. 2022 - July 2023)

Certification	Posting	Certification	Posting
Valid Driver's License	7,381	Forklift Certification	113
Master of Business Administration (MBA)	330	Security Clearance	113
Cosmetology License	238	Certified Sales Associate	84
Esthetician License	136	Bachelor of Science In Business	67

Source: Lightcast

Table 11. Education Requirements for Fashion Merchandising and Management Occupations in Bay Region

Education Level	Job Postings	% of Total
High school or GED	23,508	62%
Associate degree	2,778	7%
Bachelor's degree & higher	11,665	31%

Source: Lightcast

Note: 58% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online
 Lightcast
 CTE LaunchBoard 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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