



Coaching Occupations Labor Market Information Report Cabrillo College

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

Based on all available data, there appears to be an “undersupply” of Coaching 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 7,536 students in the Bay region and 1,067 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0835.60 Coaching 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 Cabrillo College and in the region.

This report profiles Coaching Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a noncredit vocational program at Cabrillo College. It is important to note that one of the occupations selected by Cabrillo College is very broad in nature: Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other. Because of this, the occupational demand from this occupation that is related to Coaching Occupations will be overstated.

- **Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other (11-9198):** All managers not listed separately.
 - Entry-Level Educational Requirement: Bachelor’s degree
 - Training Requirement: None
 - Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%
- **Coaches and Scouts (27-2022):** Instruct or coach groups or individuals in the fundamentals of sports. Demonstrate techniques and methods of participation. May evaluate athletes’ strengths and weaknesses as possible recruits or to improve the athletes’ technique to prepare them for competition. Those required to hold teaching degrees should be reported in the appropriate teaching category. Excludes “Athletic Trainers” (29-9091).
 - Entry-Level Educational Requirement: Bachelor’s degree
 - Training Requirement: None
 - Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%

- Exercise Trainers and Group Fitness Instructors (39-9031):** Instruct or coach groups or individuals in exercise activities. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills. Excludes teachers classified in 25-0000 Education, Training, and Library Occupations. Excludes “Coaches and Scouts” (27-2022) and “Athletic Trainers” (29-9091).
 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: 30%

Occupational Demand

Table 1. Employment Outlook for Coaching Occupations in Bay Region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	41,619	42,838	1,218	3%	18,025	3,605	\$38	\$90
Coaches and Scouts	8,787	9,291	503	6%	7,941	1,588	\$12	\$44
Exercise Trainers and Group Fitness Instructors	12,049	12,449	399	3%	11,733	2,347	\$19	\$55
Total	62,455	64,578	2,123	3%	37,699	7,540		

Source: EMSI 2021.3

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 Coaching Occupations in SC-Monterey Sub-region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	5,656	5,917	261	5%	2,584	517	\$39	\$92
Coaches and Scouts	1,003	1,129	125	12%	1,014	203	\$16	\$46
Exercise Trainers and Group Fitness Instructors	1,785	1,851	65	4%	1,733	347	\$20	\$55
Total	8,444	8,897	453	5%	5,331	1,067		

Source: EMSI 2021.3

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 (Nov 2020 - Oct 2021)

Occupation	Bay Region	SC-Monterey
Managers, All Other	48,862	994

Occupation	Bay Region	SC-Monterey
Coaches and Scouts	4,981	306
Fitness Trainers and Aerobics Instructors	2,504	116
Compliance Managers	1,817	27
Security Managers	1,785	36
Supply Chain Managers	1,417	20
Regulatory Affairs Managers	749	6
Loss Prevention Managers	261	4
Investment Fund Managers	108	4
Wind Energy Project Managers	5	0

Source: Burning Glass

Table 4a. Top Job Titles for Coaching Occupations for latest 12 months (Nov 2020 - Oct 2021) Bay Region

Title	Bay	Title	Bay
Project Manager	2,433	Manager	257
Program Manager	1,725	Program Manager III	219
Project Coordinator	899	Project Manager II	218
Technical Program Manager	515	Personal Trainer	199
Senior Project Manager	496	Assistant Project Manager	155
Program Coordinator	343	Fitness Coach	154
Senior Program Manager	327	Coach	145
Program Manager II	265	Project Manager I	144
Swim Instructor	260	Project Manager III	131

Source: Burning Glass

Table 4b. Top Job Titles for Coaching Occupations for latest 12 months (Nov 2020 - Oct 2021) SC-Monterey Sub-Region

Title	SC-Monterey	Title	SC-Monterey
Project Manager	41	Climate Activation Manager	8
Program Manager	35	Manager	8
Personal Trainer	19	Transaction Advisory M&A Manager - Remote	8
Project Coordinator	17	Coach	7
Swim Instructor	12	Glass And Glazing Project Manager	7
Meat Manager	10	Program Coordinator	7
Senior Project Manager	10	Project Manager Glass & Glazing	7
Supervisor	9	Compliance Manager	6
Yoga Instructor	9	Fitness Attendant	6

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Coaching Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
Fitness and Recreational Sports Centers	7,703	6,494	-16%	13%
Local Government, Excluding Education and Hospitals	2,789	2,900	4%	5%
Colleges, Universities, and Professional Schools	1,736	1,840	6%	3%
Internet Publishing and Broadcasting and Web Search Portals	1,445	1,698	18%	2%
Custom Computer Programming Services	1,446	1,660	15%	2%
Corporate, Subsidiary, and Regional Managing Offices	1,777	1,652	-7%	3%
Federal Government, Civilian, Excluding Postal Service	1,571	1,577	0%	3%
Residential Remodelers	1,230	1,424	16%	2%
Exam Preparation and Tutoring	1,182	1,379	17%	2%
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	1,286	1,371	7%	2%

Source: EMSI 2021.3

Table 6. Top Employers Posting Coaching Occupations in Bay Region and SC-Monterey Sub-Region (Nov 2020 - Oct 2021)

Employer	Bay	Employer	SC-Monterey
Facebook	1,098	Santa Cruz City Schools	65
Microsoft Corporation	826	University Of California	54
Lucid Motors Inc	802	Monterey Peninsula Unified	33
Google Inc.	726	North Monterey County Unified	22
Allied Universal	649	Salinas City Elementary	20
Apple Inc.	575	Scotts Valley Usd	18
Deloitte	559	Monte Vista Christian School	18
University Of California	547	California State University	15
Anthem Blue Cross	546	Allied Universal	15
Salesforce	431	Beech Valley Solutions	14

Source: Burning Glass

Educational Supply

There is one (1) community college in the Bay Region issuing four (4) awards on average annually (last 3 years ending 2018-19) on TOP 0835.60 Coaching. In the SC-Monterey Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 0835.60 Coaching in Bay Region

College	Subregion	Associate	Certificate Low	Total
Diablo Valley	East Bay	3	1	4
Total		3	1	4

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 7,540 annual openings for the Coaching occupational cluster and 4 annual (3-year average) awards for an annual undersupply of 7,536 students. In the SC-Monterey Sub-Region, there is also a gap with 1,067 annual openings and no annual (3-year average) awards for an annual undersupply of 1,067 students.

It is important to note that one of the occupations selected by Cabrillo College is very broad in nature: Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other. Because of this, the occupational demand from this occupation that is related to Coaching Occupations will be overstated.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0835.60 Coaching

Metric Outcomes	Bay All CTE Programs	Cabrillo All CTE Programs	State 0835.60	Bay 0835.60	SC-Monterey 0835.60	Cabrillo 0835.60
Students with a Job Closely Related to Their Field of Study	73%	76%	53%	N/A	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$44,575	\$39,206	\$21,780	\$24,509	N/A	N/A
Median Change in Earnings for SWP Exiting Students	30%	31%	33%	26%	N/A	N/A
Exiting Students Who Attained the Living Wage	53%	50%	32%	33%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2016-18.

Skills, Certifications and Education

Table 9. Top Skills for Coaching Occupations in Bay Region (Nov 2020 - Oct 2021)

Skill	Posting	Skill	Posting
Project Management	24,205	Business Development	3,451
Budgeting	14,768	Key Performance Indicators (KPIs)	3,343
Scheduling	13,673	Customer Contact	3,303
Program Management	13,094	Business Process	3,134
Customer Service	6,799	Microsoft Project	3,130
Project Planning and Development Skills	6,505	Quality Management	3,125

Skill	Posting	Skill	Posting
Staff Management	6,289	Product Management	2,989
Stakeholder Management	4,703	Procurement	2,967
Quality Assurance and Control	3,970	Onboarding	2,769
Teaching	3,864	Salesforce	2,652
Process Improvement	3,587	Conflict Management	2,572
Cardiopulmonary Resuscitation (CPR)	3,542	Sales	2,494
Change Management	3,530	Strategic Planning	2,342
Product Development	3,486	Supply Chain Management	2,286

Source: Burning Glass

Table 10. Certifications for Coaching Occupations in Bay Region (Nov 2020 - Oct 2021)

Certification	Posting	Certification	Posting
Project Management Certification	5,513	Certified Information Systems Auditor (CISA)	310
Driver's License	4,201	Certified ScrumMaster (CSM)	307
Project Management Professional (PMP)	3,900	Certified Information Security Manager (CISM)	233
First Aid Cpr Aed	2,529	Social Work License	217
Personal Fitness Trainer Certification	489	Licensed Professional Engineer	190
Registered Nurse	484	Certified Public Accountant (CPA)	183
Security Clearance	396	PMI Certified Associate in Project Management (CAPM)	127
Certified Information Systems Security Professional (CISSP)	387	Lean Six Sigma Certification	120
IT Infrastructure Library (ITIL) Certification	368	Group Exercise Instructor	119
Six Sigma Certification	328	Certified Scrum Professional (CSP)	118

Source: Burning Glass

Note: 73% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

Table 11. Education Requirements for Coaching Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	7,635	18%
Associate's degree	1,077	3%
Bachelor's degree and higher	33,802	79%

Source: Burning Glass

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and

Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

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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