

Fashion Design and Merchandising Occupations Labor Market Information Report Monterey Peninsula 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 Fashion Design and Merchandising workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, and Santa Cruz Counties). There is a projected annual gap of about 15,275 students in the Bay Region and 1,167 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 Design and Merchandising Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new program 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: 29%
- **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%
- **Buyers and Purchasing Agents (13-1028):** Purchase machinery, equipment, tools, parts, supplies, or services necessary for the operation of an establishment. Purchase raw or semi-finished materials for manufacturing.
Entry-Level Educational Requirement: Bachelor's degree
Training Requirement: Moderate-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 0%

Occupational Demand

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

Occupation	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	25% Hourly Wage	Median Hourly Wage
Merchandise Displayers and Window Trimmers	6,188	6,138	-50	-1%	3,127	625	\$13.73	\$17.35
Retail Salespersons	93,356	92,262	-1,094	-1%	68,307	13,661	\$13.21	\$15.49
Buyers and Purchasing Agents	12,803	12,821	18	0%	6,871	1,374	\$27.82	\$35.69
TOTAL	112,347	111,220	-1,127	-1%	78,305	15,661	\$14.90	\$17.90

Source: EMSI 2020.3

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 Design and Merchandising Occupations in SC-Monterey Sub-Region

Occupation	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	25% Hourly Wage	Median Hourly Wage
Merchandise Displayers and Window Trimmers	188	196	8	4%	105	21	\$14.23	\$15.88
Retail Salespersons	7,253	7,216	-37	-1%	5,356	1,071	\$12.82	\$15.02
Buyers and Purchasing Agents	693	697	4	1%	373	75	\$24.63	\$30.72
TOTAL	8,134	8,109	-25	0%	5,833	1,167	\$13.86	\$16.38

Source: EMSI 2020.3

SC-Monterey Sub-Region includes Monterey, San Benito, and 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 (October 2019 - September 2020)

Occupation	Bay Region	SC-Monterey Sub-Region
Retail Salespersons	33,642	1,643
Merchandise Displayers and Window Trimmers	9,252	606
Wholesale and Retail Buyers, Except Farm Products	281	3
TOTAL	43,175	2,252

Source: Burning Glass

Table 4a. Top Job Titles for Fashion Design and Merchandising Occupations for latest 12 months (October 2019 - September 2020) Bay Region

Common Title	Bay	Common Title	Bay
Sales Associate	3,792	Retail Staff Store	188
Retail Sales Associate	2,152	Seasonal Retail Sales Associate	185
Merchandiser	1,393	Store Associate	180

Retail Merchandiser	1,282	Visual Merchandiser	155
Seasonal Sales Associate	685	Store Shopping Associate	147
Retail Sales Consultant	570	Merchandising	147
Retail Associate	353	Merchandiser SAS	143
Sales Floor Associate	304	Retail Project Merchandiser	136
Retail Sales Representative	303	Sales Associate, Retail	135
Sunglass Hut - Sales Associate	230	In-Store Shopping Associate	135
Operations Associate	221	Beverage Merchandiser	121
Merchandise Associate	209	Guest Experience Specialist Sales Associate	116
Retail Sales Merchandiser	208	Team Member	115
Retail Merchandiser/Resets	197	Automotive Sales Associate	114

Table 4b. Top Job Titles for Fashion Design and Merchandising Occupations for latest 12 months (October 2019 - September 2020) SC-Monterey Sub-Region

Common Title	SC-Monterey	Common Title	SC-Monterey
Sales Associate	209	Retail Merchandiser Sng Zr	14
Retail Sales Associate	144	Retail Merchandiser Sng	14
Retail Merchandiser	126	Merchandise Associate	14
Merchandiser	104	Jewelry Merchandiser	14
Sales Floor Associate	40	Seasonal Retail Sales Associate	12
Retail Sales Consultant	34	Front End Cashier	12
Seasonal Sales Associate	29	Store Clerk	11
Retail Service Merchandiser	26	Sales Clerk/Cashier	11
Sunglass Hut - Sales Associate	23	Merchandiser SAS	11
Retail Associate	22	Bilingual Spanish Retail Sales Consultant	11
Retail Staff Store	21	Store Associate 208	10
Retail Sales Representative	17	Senior Retail Sales Associate	10
Visual Merchandiser	16	Sales Associate, Retail	10
Retail Zone Specialist	15	Retail Sales Professional	10

Source: Burning Glass

Industry Concentration

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

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2019)	Jobs in Industry (2024)	% Change (2019-24)	% Occupation Group in Industry (2019)
Family Clothing Stores	11,268	10,983	-3%	10%
Warehouse Clubs and Supercenters	5,861	5,590	-5%	5%
Department Stores	5,039	3,996	-21%	4%
Home Centers	4,331	4,089	-6%	4%
Shoe Stores	4,570	4,540	-1%	4%
New Car Dealers	3,968	3,974	0%	4%
Electronics Stores	3,865	3,232	-16%	3%
Sporting Goods Stores	3,330	3,535	6%	3%
Women's Clothing Stores	3,489	2,868	-18%	3%
Used Merchandise Stores	2,633	2,695	2%	2%

Supermarkets and Other Grocery (except Convenience) Stores	2,599	2,666	3%	2%
Cosmetics, Beauty Supplies, and Perfume Stores	2,420	2,758	14%	2%
All Other General Merchandise Stores	1,789	2,777	55%	2%
Other Building Material Dealers	2,125	2,198	3%	2%
Other Clothing Stores	2,131	2,047	-4%	2%
All Other Home Furnishings Stores	1,891	1,866	-1%	2%
Electronic Shopping and Mail-Order Houses	1,830	2,119	16%	2%
Gift, Novelty, and Souvenir Stores	1,791	1,589	-11%	2%
Jewelry Stores	1,688	1,534	-9%	1%
Furniture Stores	1,510	1,484	-2%	1%
Hardware Stores	1,486	1,590	7%	1%
Corporate, Subsidiary, and Regional Managing Offices	1,505	1,414	-6%	1%

Source: EMSI 2020.3

Table 6. Top Employers Posting Fashion Design and Merchandising Occupations in Bay Region and SC-Monterey Sub-Region (October 2019 - September 2020)

Employer	Bay	Employer	Bay	Employer	SC-Monterey
Amazon	1,847	Nordstrom	246	Macy's	105
Macy's	1,275	Apple Inc.	244	Kohl's	54
Lowe's Companies, Inc	1,241	GameStop Incorporated	235	Lowe's Companies, Inc	49
Advantage Sales & Marketing	776	Gap Inc.	228	Amazon	45
Crossmark	570	CVS Health	219	Dollar Tree	42
Whole Foods Market, Inc.	502	Petco	212	Spar Marketing Force Inc	34
TJX Companies, Inc.	445	Kendal Floral	210	TJX Companies, Inc.	31
SAS Retail Services	395	Appcast Shipt	199	CVS Health	30
Premium Retail Services	369	Tng Retail Services	196	Premium Retail Services	29
Sprint Corporation	333	State Farm Insurance Co	196	Goodwill	29
Ulta Beauty Inc.	324	AutoZone Auto Parts	187	Crossmark	27
Dollar Tree	321	Spar Marketing Force Inc	186	Whole Foods Market, Inc.	25
Dick's Sporting Goods Inc	316	American Greetings Corp	180	Target	25
Target	300	Mondelez International	178	AutoZone Auto Parts	25
Kohl's	283	Best Buy	169	GameStop Incorporated	24
T Mobile USA Incorporated	272	Bloomingdale's	165	Ulta Beauty Inc.	23
Staples	263	Crate & Barrel	164	SAS Retail Services	23

Source: Burning Glass

Educational Supply

There is one (1) community college in the Bay Region issuing nine (9) awards on average annually (last 3 years ending 2018-19) on TOP 1303.00-Fashion. There are no community colleges in the SC-Monterey Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

There are three (3) other CTE Educational Institutions in the Bay Region issuing 152 awards on average annually (last 3 years ending 2016-17) on TOP 1303.00-Fashion. There are no other CTE Educational Institutions in the SC-Monterey Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

There are four (4) institutions in the Bay Region issuing 225 Bachelor's degrees on average annually (last 3 years ending 2016-17) on TOP 1303.00-Fashion. There are no institutions in the SC-Monterey Sub-Region issuing Bachelor's degrees on this TOP code.

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

College	Sub-Region	Associates	Total
Alameda	East Bay	9	9
Total Bay Region		9	9
Total SC-Monterey Sub-Region		0	0

Source: Data Mart

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

Table 7b. Other CTE Institutions Awards on 1303.00-Fashion in Bay Region

College	Sub-Region	Associate Degree
Academy of Art University	Mid-Peninsula	44
Argosy University-The Art Institute of California-San Francisco	Mid-Peninsula	11
FIDM-Fashion Institute of Design & Merchandising-San Francisco	Mid-Peninsula	97
Total Bay Region		152
Total SC-Monterey Sub-Region		0

Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

Table 7c. Bachelor's Degree Awards on TOP 1303.00-Fashion in Bay Region

College	Sub-Region	Bachelor's Degree
Academy of Art University	Mid-Peninsula	176
Argosy University-The Art Institute of California-San Francisco	Mid-Peninsula	25
Argosy University-The Art Institute of California-Silicon Valley	Silicon Valley	6
California College of the Arts	Mid-Peninsula	18
Total Bay Region		225
Total SC-Monterey Sub-Region		0

Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 15,661 annual openings for the Fashion Design and Merchandising occupational cluster and 386 annual (3-year average) awards from community colleges and other institutions for an annual undersupply of 15,275 students. In the SC-Monterey Sub-Region, there is also a gap with 1,167 annual openings and no annual (3-year average) awards from community colleges and other institutions for an annual undersupply of 1,167 students.

Student Outcomes

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

2017-18	Bay All CTE Programs	Monterey Peninsula College All CTE Programs	State 1303.00	Bay 1303.00	SC-Monterey 1303.00	Monterey Peninsula College 1303.00
% Employed Four Quarters After Exit	70%	70%	51%	41%	n/a	n/a
Median Quarterly Earnings Two Quarters After Exit	\$8,510	\$8,510	\$6,190	\$10,558	n/a	n/a

Median % Change in Earnings	58%	58%	31%	23%	n/a	n/a
% of Students Earning a Living Wage	54%	54%	36%	34%	n/a	n/a

Source: Launchboard Pipeline (version available on (10/23/20))

Skills, Certifications and Education

Table 9. Top Skills for Fashion Design and Merchandising Occupations in Bay Region (October 2019 - September 2020)

Skill	Postings	Skill	Postings	Skill	Postings
Sales	27,111	Basic Mathematics	2,711	Sales Planning	983
Retail Industry Knowledge	18,019	Store Operations	2,289	Refunds Exchanges and Adjustments	917
Customer Service	17,173	Inventory Management	2,145	Schematic Diagrams	914
Merchandising	16,314	Visual Merchandising	2,135	Project Planning and Development Skills	866
Retail Sales	11,402	Customer Checkout	2,126	Budgeting	843
Sales Goals	6,833	Inventory Control	1,854	Retail Accounts	828
Customer Contact	6,659	Calculator	1,765	Sales Strategy	813
Store Management	6,292	Point of Sale System	1,590	Processing Item Returns	799
Product Knowledge	6,124	Cash Register Operation	1,390	Onboarding	792
Scheduling	5,886	Client Base Retention	1,227	Product Location	778
Product Sales	5,122	Store Merchandising	1,184	Cooking	772
Lifting Ability	4,840	Prospective Clients	1,144	Sales Support	744
Cleaning	3,898	Sales Management	1,135	Key Performance Indicators (KPIs)	711
Description and Demonstration of Products	3,274	Staffing	999	Business Development	703
Cash Handling	2,855	Guest Services	986	Repair	695

Source: Burning Glass

Table 10. Certifications for Fashion Design and Merchandising Occupations in Bay Region (October 2019 - September 2020)

Note: 86% 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.

Certification	Postings	Certification	Postings
Driver's License	4,863	First Aid CPR AED	30
Property and Casualty License	184	Food Service Certification	28
Cosmetology License	155	Leadership In Energy And Environmental Design (LEED) Certified	26
Food Handler Certification	137	OSHA Forklift Certification	25
Life and Health Insurance License	136	Painting Certification	16
ServSafe	120	Certified Career Development Facilitator	16
Cash Handling Certification	109	CDL Class C	16
Makeup Artist	60	Mortgage License	15
Security Clearance	42	Licensed Mortgage Loan Originator	15
Real Estate Certification	41	Project Management Certification	12

Computer Learning Certificate	41	Microsoft Certified Professional (MCP)	12
Notary License	33	Certified Professional in Supply Management (CPSM)	12

Source: Burning Glass

Table 11. Education Requirements for Fashion Design and Merchandising Occupations in Bay Region (October 2019 - September 2020)

Note: 56% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	15,785	83%
Associate Degree	529	3%
Bachelor's Degree or Higher	2,261	14%

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 CCCCO 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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