**** **Business Leadership Occupations**

**Labor Market Information Report**

**Monterey Peninsula College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

November 2018

# Recommendation

Based on all available data, there appears to be a significant undersupply of Business Leadership 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). The gap is about 11,196 students annually in the Bay region and 1,783 students annually in the SC-Monterey sub-region.

There is a labor market gap in the Bay region with 11,354 annual openings for Business Leadership Occupations and 158 annual awards for an annual undersupply of 11,196. In the SC-Monterey sub-region, there is also a gap with 1,783 annual openings and no annual awards for an annual undersupply of 1,783.

# Introduction

This report profiles Business Leadership Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new program at Monterey Peninsula College.

|  |
| --- |
| * **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. |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%* |
|  |
| * **First-Line Supervisors of Non-Retail Sales Workers (SOC 41-1012):** Directly supervise and coordinate activities of sales workers other than retail sales workers. May perform duties, such as 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: 31%* |
|  |
| * **General and Operations Managers (SOC 11-1021):** Plan, direct, or coordinate the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Excludes First-Line Supervisors. |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 35%* |
|  |

# Occupational Demand

**Table 1. Employment Outlook for Business Leadership Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| First-Line Supervisors of Retail Sales Workers | 31,954 | 31,885 | (69) | (0%) | 17,351 | 3,470 | $12.46 | $18.12 |
| First-Line Supervisors of Non-Retail Sales Workers | 9,835 | 10,177 | 341 | 3% | 4,879 | 976 | $15.37 | $26.87 |
| General and Operations Managers | 69,406 | 75,261 | 5,854 | 8% | 34,540 | 6,908 | $26.76 | $61.17 |
| **Total** | **111,196** | **117,323** | **6,127** | **6%** | **56,770** | **11,354** | **$21.64** | **$45.77** |

*Source: EMSI 2018.3*

**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 Business Leadership Occupations in SC-Monterey Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| First-Line Supervisors of Retail Sales Workers | 5,489 | 5,362 | (127) | (2%) | 2,897 | 579 | $12.27 | $17.18 |
| First-Line Supervisors of Non-Retail Sales Workers | 1,484 | 1,544 | 61 | 4% | 750 | 150 | $14.94 | $23.98 |
| General and Operations Managers | 10,815 | 11,627 | 812 | 8% | 5,268 | 1,054 | $25.84 | $60.04 |
| **TOTAL** | **17,788** | **18,534** | **746** | **4%** | **8,915** | **1,783** | **$20.75** | **$43.81** |

*Source: EMSI 2018.3*

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

# Educational Supply

There are 19 community colleges in the Bay Region issuing 158 awards annually on TOP 0506.00 - Business Management. There are no colleges issuing awards in the SC-Monterey Sub-Region.

**Table 7. Awards on TOP 0506.00 - Business Management in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| Berkeley City | East Bay | 26 |  |  | 0 |
| Chabot | East Bay | 1,992 |  | 8 | 8 |
| Contra Costa | East Bay | n/a | 34 | 34 | 68 |
| DeAnza | Silicon Valley | 304 | 7 | 20 | 27 |
| Diablo Valley | East Bay | 306 |  | 3 | 3 |
| Foothill | Silicon Valley | 43 |  |  | 0 |
| Hartnell | Santa Cruz & Monterey | 19 |  |  | 0 |
| Laney | East Bay | 24 |  |  | 0 |
| Los Medanos | East Bay | 174 |  |  | 0 |
| Marin | North Bay | 1 | 1 | 1 | 2 |
| Merritt | East Bay | 150 |  | 2 | 2 |
| Mission | Silicon Valley | 31 |  | 1 | 1 |
| Monterey | Santa Cruz & Monterey | 306 |  |  | 0 |
| Napa | North Bay | 14 | 6 |  | 6 |
| San Francisco | Mid-Peninsula | 171 |  |  | 0 |
| San Jose City | Silicon Valley | 38 | 4 | 5 | 9 |
| San Mateo | Mid-Peninsula | 157 | 5 | 10 | 15 |
| Solano | North Bay | 255 | 4 | 2 | 6 |
| West Valley | Silicon Valley | n/a | 4 | 7 | 11 |
| **Total Bay Region** | | **4,519** | **65** | **93** | **158** |
| **Total SC-Monterey Sub-Region** | | **325** | **-** | **-** | **-** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# 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/](http://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

For more information, please contact:

* Doreen O’Donovan, Data Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [doreen@baccc.net](mailto:doreen@baccc.net) or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544